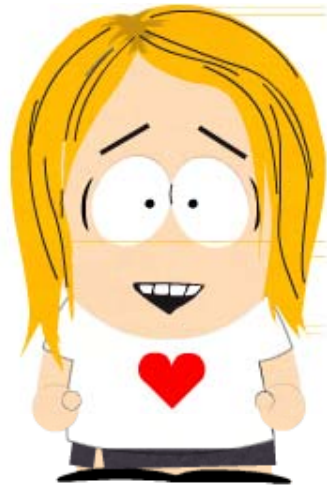


Strategic Social Media



Presented by
Jessica Critz

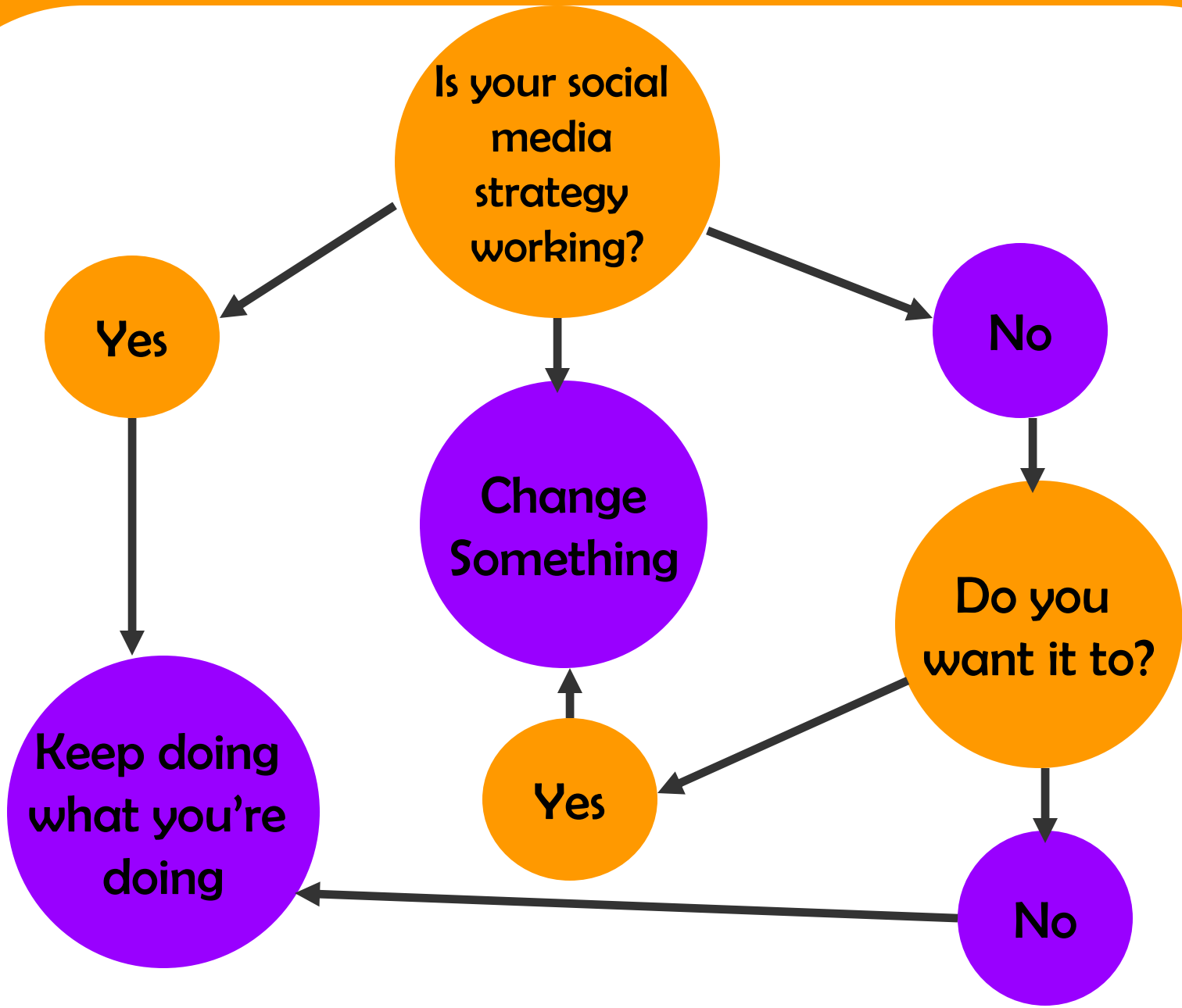
Common Mistakes

Cutting off interaction.

Being argumentative.

Being boring.

Death of a page.



Interacting without a plan.

So.....now what?

CONTENT!

∴ Share content

∴ Create contest

∴ Post and request

∴ McNuggets

Integration

∴ Online strategies

∴ Offline strategies

∴ Consistency and Cohesiveness

Measure and Analyze

∴ Establish Goals

∴ Measure Goals

∴ Reassess Goals

∴ Repeat

What to Measure?

∴ Traffic

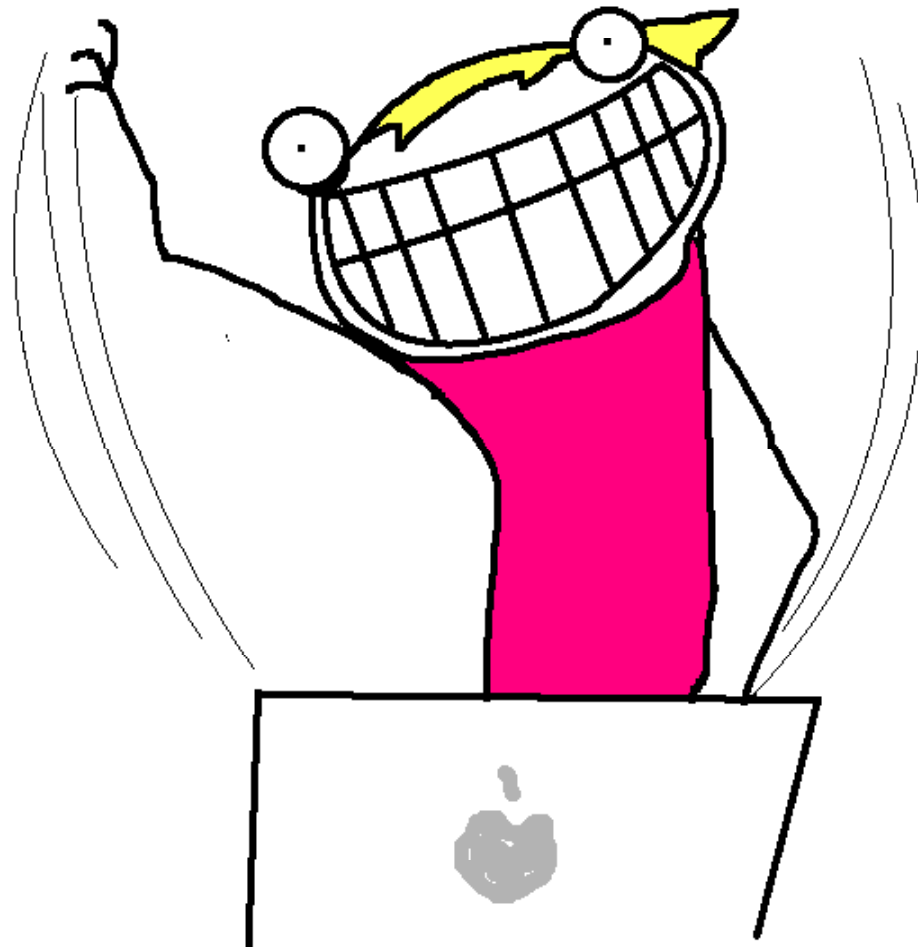
∴ Leads

∴ Engagement

∴ Revenue

Google Analytics

Personality



Selling v. Relationship Building

**Don't just say your company is the
"leading", "best", "innovative".**

**Prove it with the content you provide
and the relationships you build.**

Don't be pushy!
Buy, buy buy =
bye bye bye!