



{ MarketingHacks }

WINNING STRATEGY FOR

SOCIAL MEDIA & MOBILE

MARKETING

E-BOOK



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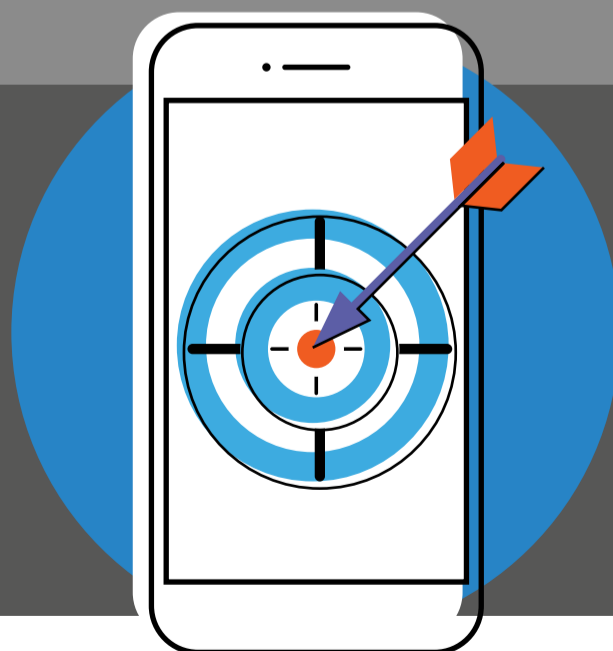
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INTRODUCTION

Hello and welcome to the first in a series of e-books that are designed to simplify and organize your business technology. My name is Peter Phan and I am the owner and principal consultant of Acqui Technology. Acqui Technology is an IT consulting firm that I created to provide technology services and solutions. So, I started the company with a certain framework in mind and while talking with a friend of mine, he said something that just clicked for me. He said that as a salesman, he saw his primary job was to be a solutions provider for whatever his customers needed. I wanted to provide that for my clients too. My clients needed technology support; the companies I worked with wanted to streamline their processes, safeguard their information and ensure that their system was updated and running without interruption. They also saw the necessity of social media marketing and the benefits it offered. However, they had no idea where to begin. Should they hire a full-time marketer or IT manager? Should they try to tackle it themselves? How would they decide what the right path would be for their company and their team? I realized that my years of experience and expertise in this

area could help companies and hopefully make their decisions regarding technology easier.

This first e-book is designed to show you the benefits of social media and mobile marketing. I provide the tools to first set your goals and analyze your progress, provide information and stats on the social media platforms that are most used, the benefits of each, discuss why I think you should consider mobile marketing and how to set up some of the social media pages once you have decided the path you want to pursue. My hope is that this e-book provides you with the resources and information you need to make the best choices for your company and educate you so you can then start the process. I hope you enjoy reading it as much as I enjoyed writing it and I wish you the best in all your social media and mobile marketing endeavors.

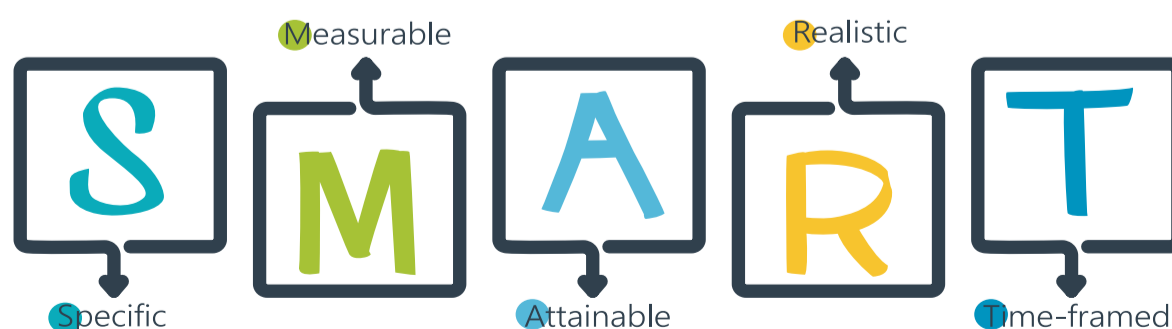


— CREATING A PLAN

As a business owner, you know social media and mobile is important and you want to create a plan that works for you and your company. Where do you begin? What platforms should you consider, do you have to be on all of them? Do you have the technology to support it? These questions and more will be answered in this social media and mobile e-book. We will give you the tools to help you decide what your company's overall goals are for your social media and mobile plan, which platforms to use, how to set up the social media pages you've chosen and if mobile marketing should be a part of your strategy. Let's get started!

— COMPANY GOALS

Social media platforms offer many different avenues to connect with people. Before you decide which platforms work best for you, you must first decide what your company goals are for your social media campaign. I like the acronym SMART, I always type that out at the top of my page to remind me that my goals need to be: specific, measurable, achievable, relevant and time-bound. It is easy to get carried away with all the incredible ideas you have, we just need to make sure we are able to also create goals that are starting where you are as well as looking to the future. Remember that you can always change the goals as you go along, social media marketing has a fair amount of trial and error. Finding your perfect strategy may take some time and you may find that the goals started out with are too big or too small (hopefully, too small).



PLAYBOOK

For my clients, I created a Playbook. This is a tool that was created to help my clients outline their objectives and track progress on their set goals. It also includes a social media audit section that tracks followers, content, interaction, brand interaction and competition comparison. This allows you to make better decisions on how to proceed with your strategy. By analyzing the metrics, you can see in which areas you are doing well and where you need to improve. To download this template, click on this link [Company Playbook](#)



PLAYBOOK

VISION

MISSION

VALUES

SWOT ANALYSIS

Strengths

Weaknesses

Opportunities

Threats

OBJECTIVE 1:

Goal ID	Task	RAA

OBJECTIVE 1:

Goal ID	Task	RAA	Due	Status
1				
2				

OBJECTIVE 2:

Goal ID	Task	RAA	Due	Status
3				
4				

OBJECTIVE 3:

Goal ID	Task	RAA	Due	Status
5				
6				

Revised Date:

Clearly spell out your company vision, mission and values.

Set your goals based on your strengths, weaknesses, opportunities and threats then create your tasks and follow up.