

3

Our Three Core Principles of Social Media Strategy

Our Approach

Social Media is about “communications” as an element of marketing. Social Media is not “marketing” or “technology” and those that have approached it as such, have failed.

Our approach & methodology is based on 3 Core Principles for building and executing successful Social Media projects.

1 Promise: The promise is the essential element, it’s what convinces the potential participant to become a participant. The promise must hit the “sweet spot” in peoples busy lives and the many ways in which they consume media today. In marketing the promise is about something made “for” rather than “by” the market.

2 Tools: Once the Promise is determined, the right tools can be chosen. This is where “context” comes into play. It must be the right tool for the right job. Whether it be Facebook, Twitter or just a basic Forum. The critical question here is “does the engagement need to be large or small?” You need the right tool to deliver on the Promise.

3 Bargain: The final element. It is last because the Promise and the Tools need to work together first. It is the single most complex part of the 3 Core Principles and cannot be determined entirely in advance. The Bargain is the part about expectations. It clarifies what you expect of the participants and what they expect of you - and it needs actual participation to evolve. If the tools and promise are right, the bargain will follow.

Before we arrive at implementing these principles however, we first Listen. This is when we use mediasphere360, our listening tool, to understand the conversation (or lack thereof), the dynamics, the context and the market. We then apply the 3 Core Principles in developing your strategy.

The result is a Social Media Strategy that you and your current and prospective customers will understand and achieve results with.