

# Social Media in the Marketing Mix

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mar**K**eting  
*flexibility*

STRATEGIC CONSULTING • BUSINESS RESULTS

# A Little About Me

- 16 years of strategic marketing
- 14 years with Dow Corning
  - Global Marketing Communications
  - Global Marketing Process
  - North America Market Leader
- 2 years as a strategic consultant
- Not a social media specialist

# Why Am I Here?

"Did anyone know we had a Pinterest Page? I just found out myself and I'm still not exactly sure what Pinterest is."

"How much will it cost for 1000 likes?"

"I need a Facebook (Twitter, Pinterest, LinkedIn) Account."

"It's 5:00. I should post something."

# Why I Consult

- I believe strategy, process and planning deliver results
- I want businesses and entrepreneurs to succeed

**Strat-e-gy:** a plan, method, or series of maneuvers for obtaining a specific goal or result

**Hope:** the feeling that what is wanted will turn out for the best

# What Is Strategic Marketing Consulting?

- DISCOVER the best market opportunity
- RESEARCH the opportunity
- ANALYZE the data
- STRATEGIZE the best market attack
- EXECUTE the plan effectively



# Anatomy of a Market Plan

- Market Summary
- Situational Analysis
- Market Segmentation
- Objectives
- Positioning
- Product / Service Offers
- Price Strategy
- Place Strategy
- Promotional Strategy
- Action Plans and Tactics



# Action Plans and Tactics

- Based on objectives, offers and target audience is social media a match?
- If so, how do you choose?



# Integration

- Silos create duplicated work and inconsistent messages

PR



Collateral



Social Media



Events





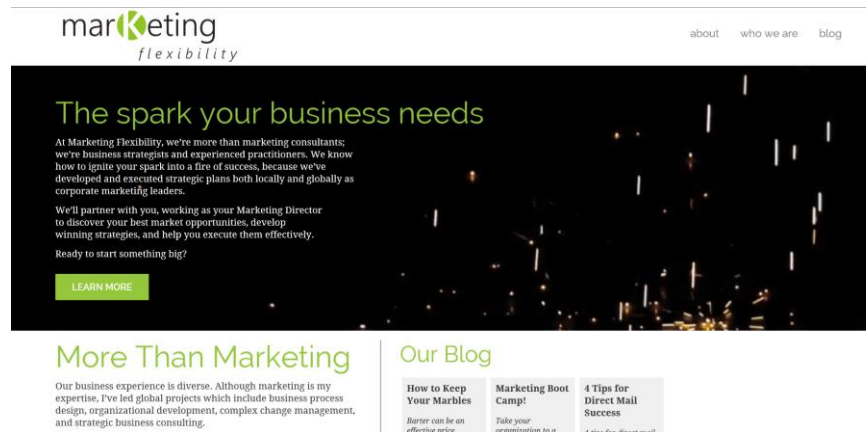
# Integration

- Every marketing tactic should leverage, feed and support the others



# Brand Identity

- Every channel should clearly represent the brand identity



# “How do I know when social media is working?”

- When your objectives are being met
  - Brand awareness?
  - Inquiries?
  - Sales?
  - Participation?
  - Viral content?

# Benchmarks Are a Good Start, However...

- General statistics are a good place to start
  - Facebook post 4 -5 times per week
  - Twitter post 5 – 7 times per day
  - Prime time on channels
- However...
  - Results vary by business and audience, so individual analysis is needed
    - Marketing Flexibility – 6:30 a.m. is optimal, creative ads perform well
    - Automotive Repair – 3:30 p.m. and weekends are optimal, auto news performs well

# Discussion

- Questions, Comments, Opinions, Education!