

Setting Your 2014 Social Media Success Plan



www.AndreaVahl.com

@AndreaVahl #smsuccess

Andrea Vahl

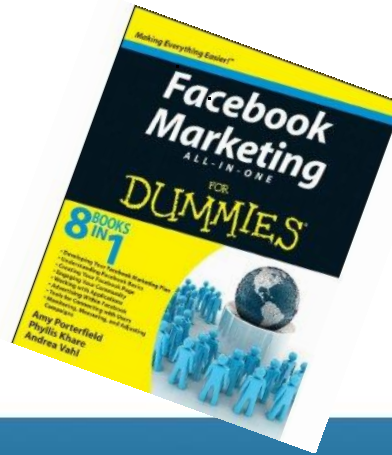
Social Media
Author Strategist Speaker



About me



- Social Media Coach, Strategist and Speaker
- Co-author of Facebook Marketing All-in-One for Dummies
- Community Manager for Social Media Examiner
- Grandma Mary



Andrea Vahl

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Agenda

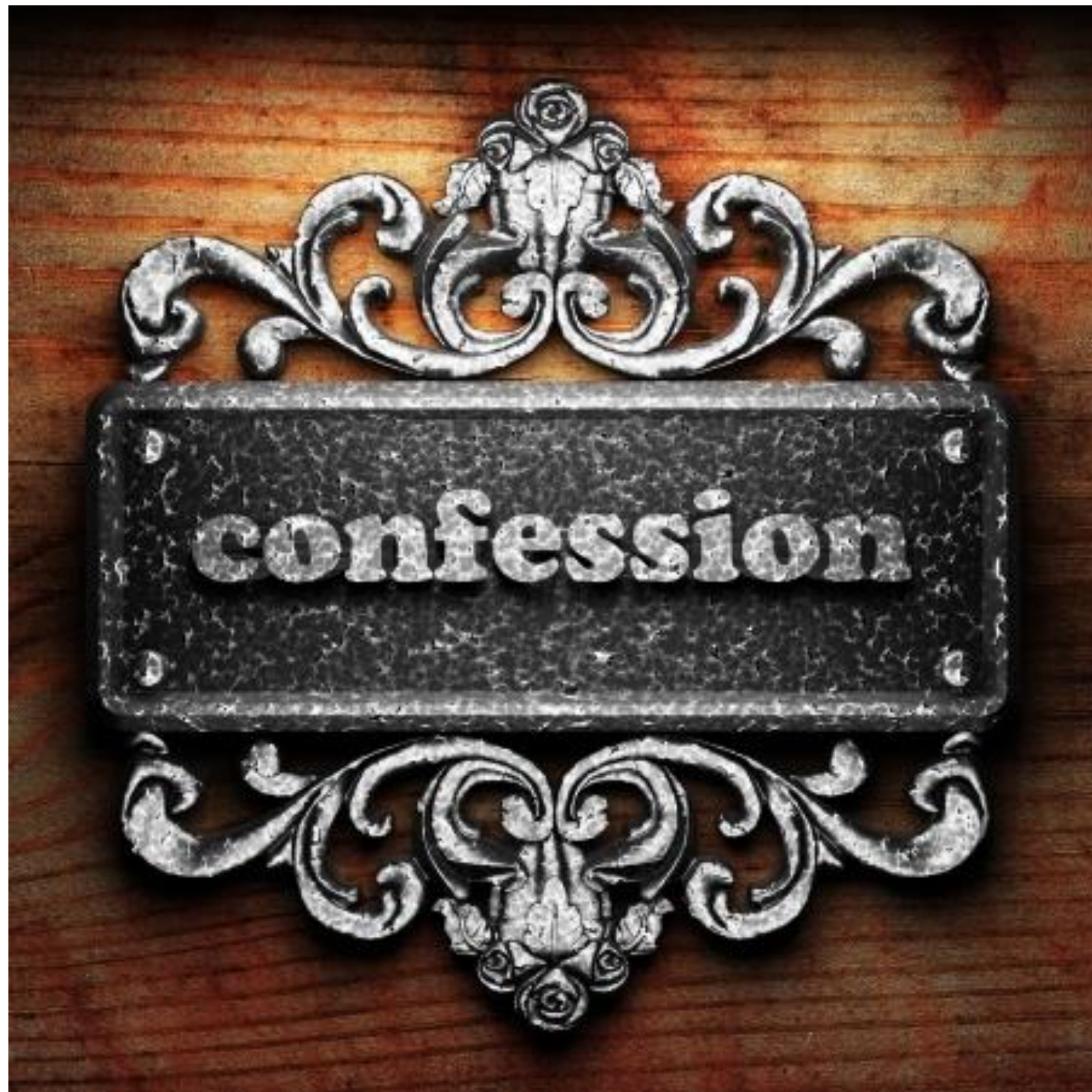


- How to research what is working now
- Three main things you need to do on each site
- Allocating Your Time – Activity Outline
- Setting Goals and Making Projections
- Measuring Success
- Q&A

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Social Media
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What is Working for You?

Site	1/1/2013	1/1/2014	Growth
Facebook Likes			
LinkedIn Connections			
LinkedIn Company followers			
LinkedIn Group members			
Twitter Followers			
Twitter Listed			
Google+ Connections			
Google+ Company Followers			
Pinterest Followers			
YouTube Views			
YouTube Subscribers			

Social Crawlytics – Most Shared Content



Crawl Summary [Report Overview](#)

[Report Summary](#) [Report Controls](#) [Embed Badge](#)

Report status - finished

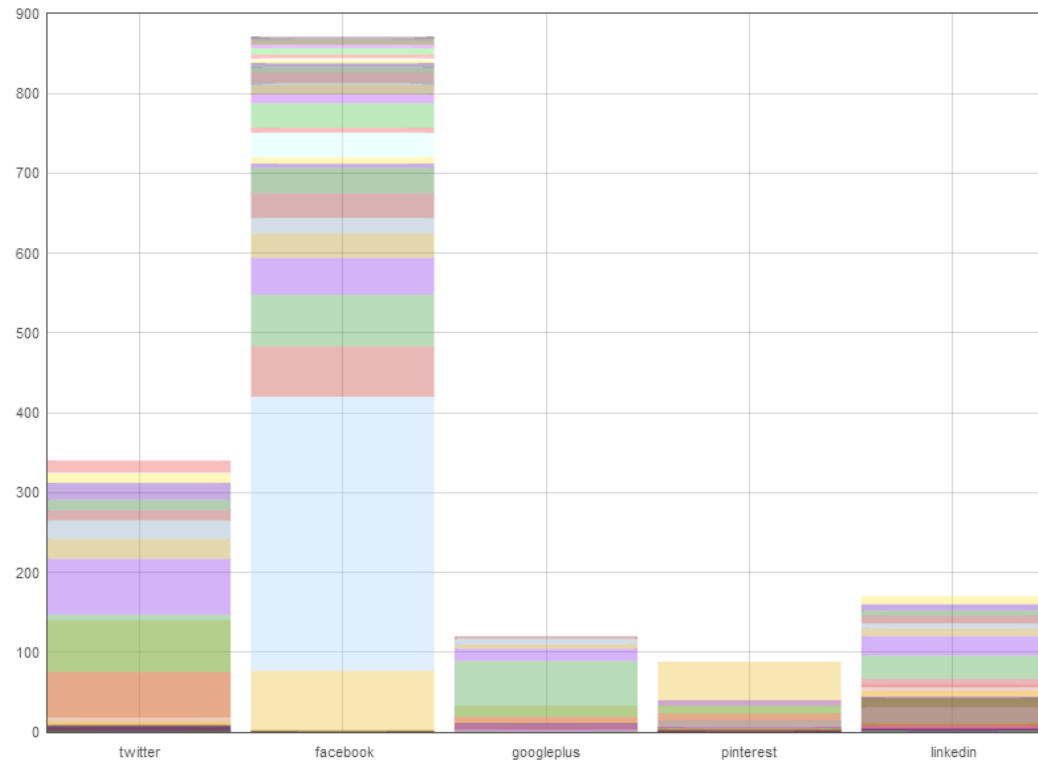
Starting address <http://www.andreavahl.com/>

- Total shares **2054**
- Total pages added **87**
- Total pages scanned **87**
- Total download time **293.9 seconds**
- Total download bandwidth **2.04 MB**

Top Authors By Social Shares

Name	Pages	Total Shares
------	-------	--------------

Page shares per network [Info](#)



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









Compare Your Stats

[« Return to Stats](#)

Referrers for 365 days ending 2012-12-18 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | **Year** | [All time](#)




















2011-12-19 to Today

Referrer	Views
 Search Engines	213,457
 Facebook	10,912
 Google	1,475
 Twitter	1,215
 socialmediaexaminer.com	1,004
 networkedblogs.com	713
 copyblogger.com	581
 linkedin.com	564
 grandmamaryshow.com	518
 36ohk6dgmcd1n-c.yom.mail.yahoo.net	512
 andreavahl.com	313
 mail.live.com	312
 google.co.uk	247
 StumbleUpon	210
 photographywebmarketing.com	205

Referrers for 365 days ending 2014-01-14 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | **Year** | [All time](#)

2013-01-14 to Today

Referrer	Views
 Search Engines	164,134
 Facebook	15,311
 Twitter	2,955
 socialmediaexaminer.com	1,446
 bloggingwithbeth.com	1,291
 mail.yahoo.com	1,258
 postplanner.com	1,113
 linkedin.com	1,091
 networkedblogs.com	805
 socialmediamanagerschool.com	726
 passionforbusiness.com	701
 jonloomer.com	676
 disqus.com	670
 copyblogger.com	638
 unbounce.com	562
 Google+	325
 pinterest.com	323
 moreincomemoreimpact.com	282
 grandmamaryshow.com	222

Facebook Insights






















All Posts Published

May 16, 2013 to August 13, 2013

Engagement rate shows you your most interesting posts.

Reach

Engagement Rate

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/13/2013 9:00 am	 Fantastic tips in here! And a nice tip from Andrea as well - which reminds me that we need to have another			661	3%	Boost
08/13/2013 6:57 am	Woeee back in the saddle after a 2-week vacation! I think it took me 1/2 the day yesterday just to catch up on e-mail! Did an			2.1K	2%	Boost
08/12/2013 9:14 am	 Happy Birthday Mari Smith! She's having a party today and everyone is invited! Woohoo!			199	9%	Boost
08/09/2013 9:50 am	 A fantastic collection of Facebook posts today on Agor aPulse's blog! Check it out!			829	3%	Boost
08/08/2013 1:00 pm	 Check out Andrea's guest post on the Engage Mexico - Social Media Conference blog: Four Ways to Maximi			689	3%	Boost
08/08/2013 10:32 am	 Great post on Social Media Examiner today about why you should attend the Social Media Success Summit!			694	2%	Boost
08/07/2013 4:15 pm	 Great post from Jon Loomer Digital on the latest announcements from Facebook - check it out!			336	7%	Boost
08/07/2013 8:49 am	Grandma Tip: Read your own Facebook posts or Twitter stream. Are you interesting? Are you even someone you would w			2.3K	3%	Boost

Twitonomy – Influencers and RTs

twitonomy



Tweet

Dashboard

Profile

Mentions & RTs

Search

Followers

Following

Lists

Sign out

@user or #hashtag

Mentions Twitter users who mentioned you in their tweets

837 mentions

from 19/11/2013 to 15/01/2014

Modify range

Download & Print



14.7 per day



15.3% replies to you

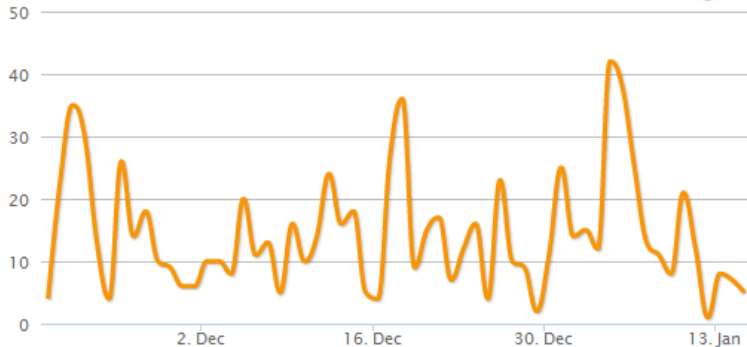


220 retweets

Download:

Chart

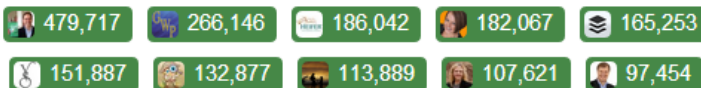
@AndreaVahl's mentions



428 users

Potential Reach 15,708,148

Most influential users



Most active users



Visualize your mentions on a map

Visualize on a map the Twitter users who mentioned you in their tweets

Mentions

Download & Print

- DubliAlive** @DubliAlive January 15, 2014, 10:51 am to 85,467 followers
#Social Skills for Sale: How to Market Your SocialMedia Savvy to Brands by @AndreaVahl
smq.tc/18M27LB via @CarlaYoung @smqueue
- Karyn Greenstreet** @kgreenstreet January 15, 2014, 9:14 am to 4,731 followers
RT @AndreaVahl Four Steps to Achieving Your Social Media Goals: bit.ly/1m4ebPx
- Rebecca L. Thompson** @RebeccaThompson January 15, 2014, 9:04 am to 2,419 followers
Hey @AndreaVahl! Really looking forward to meeting you in person at Social Media Marketing World #smmw14
- Ian Cleary** @IanCleary January 15, 2014, 8:27 am to 11,496 followers
@JonMorrow @AndreaVahl thanks for sharing Jon, it was a fun interview!
- Nancy Kenney** @greengirlmedia January 15, 2014, 4:47 am to 2,629 followers
The Green Girl Media Daily is out! paper.li/greengirlmedia Stories via @AndreaVahl
- Lady Business** @LadyBizRadio January 14, 2014, 2:03 pm to 148 followers
@AndreaVahl dishes on the new Facebook contest rules on @ladybizradio bit.ly/1euOaoT
- Jessica Kupferman** @JessKupferman January 14, 2014, 2:03 pm to 8,494 followers
@AndreaVahl dishes on the new Facebook contest rules on @ladybizradio bit.ly/1euOaoT
- AndreaVahl** @AndreaVahl January 14, 2014, 12:22 pm to 10,312 followers
Thx! RT @TheBookPro: Free Webinar: Setting Your 2014 Social Media Success Plan buff.ly/L6LRhL via @AndreaVahl #socialmedia #facebook
- GK Zachary** @TheBookPro January 14, 2014, 12:02 pm to 1,914 followers
Free Webinar: Setting Your 2014 Social Media Success Plan buff.ly/L6LRhL via @AndreaVahl #socialmedia #facebook
- Jenny Brennan** @VOfficeWork January 14, 2014, 10:10 am to 1,771 followers
Grandma Mary interviews Ian Cleary at #NMX buff.ly/1cWMYto via @AndreaVahl cc @RazorSocial
- Alexander Wetterling** @BkkBanker January 14, 2014, 9:52 am to 183 followers
@AndreaVahl #followme back I'm working for a finance #startup in #Berlin! I'm also IMO in the biz

LinkedIn Stats

Who's Viewed Your Profile

6 Your profile has been viewed by 6 people in the past 3 days.

20 You have shown up in search results 20 times in the past 7 days.

 Unlock the full list with LinkedIn Premium

Date Range: Last 15 days

Reach ?

 Sponsored  Organic

Impressions Uniques



Engagement ?

 Sponsored  Organic

Clicks Likes Comments Shares Followers Acquired Engagement %



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2,215 19,299,314+ professionals

26,714 New people in your Network since January 14

Add Connections

YouTube Analytics



The Grandma Mary Show

Videos: 220 — Created: Jun 3, 2009 — Lifetime views: 212,374

CHANNEL

Last 30 days (Dec 15, 2013 – Jan 13, 2014)

Performance



VIEWS
2,536 ▼



ESTIMATED MINUTES WATCHED
5,721 ▼

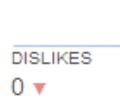


SUBSCRIBERS
8 ▼

Engagement



LIKES
12 ▲



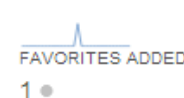
DISLIKES
0 ▼



COMMENTS
19 ▲



SHARES
2 ●



FAVORITES ADDED
1 ●



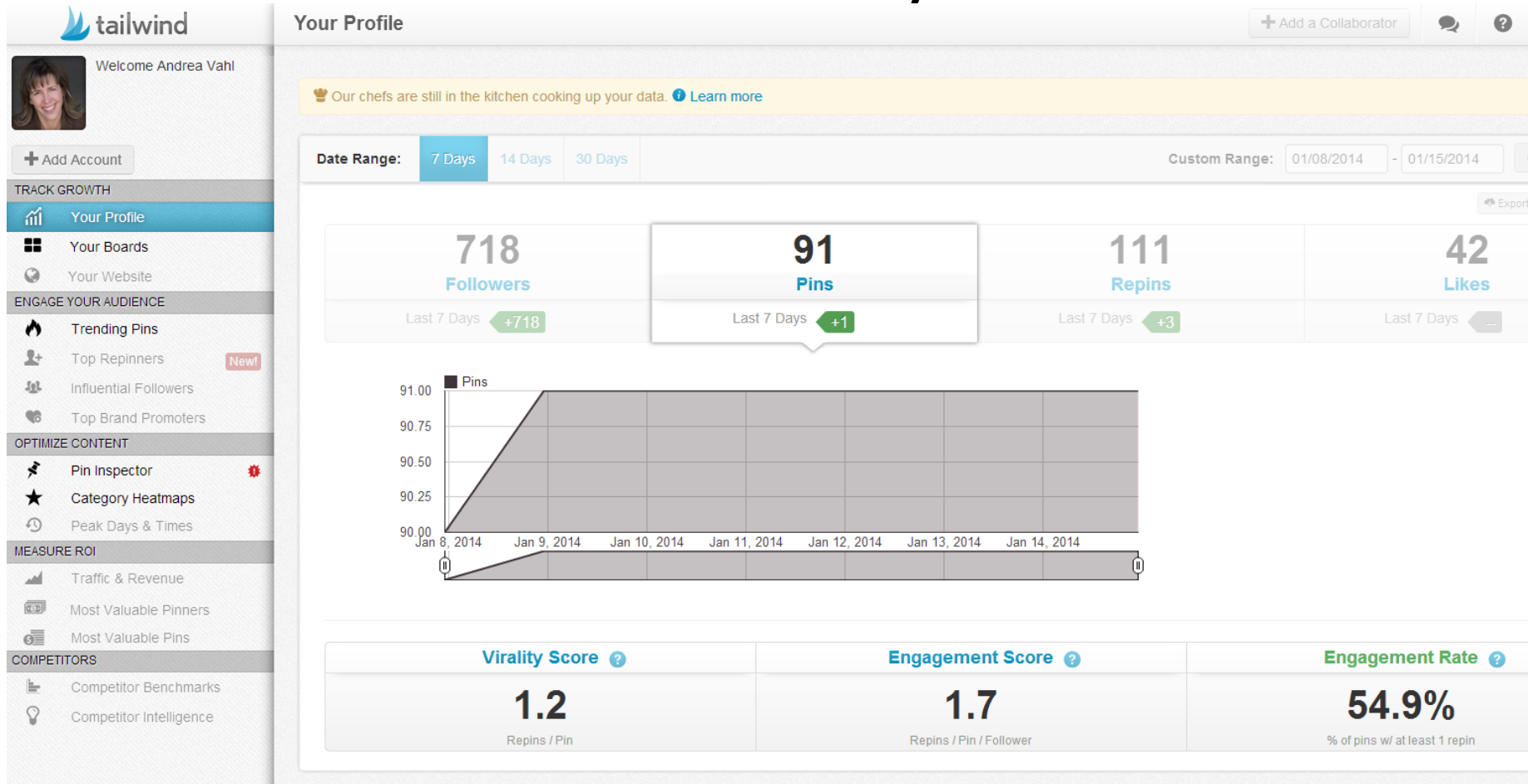
FAVORITES REMOVED
1 ▼

Top 10 Videos

[Browse all content](#)

Video	Views ↓	Estimated minutes watched	Likes
What to do if your Facebook account has be...	456	696	2
How and Why to Like other Facebook Page...	274	825	0
Grandma Mary sounds off about Facebook ...	202	852	5
Huge Facebook Page Changes	167	40	0
Facebook Like Box Not Showing Up	118	264	0

Pinterest: Tailwind (formerly PinReach)



Category ▼

Board ▼

More Filters...

Export

Copy

CSV

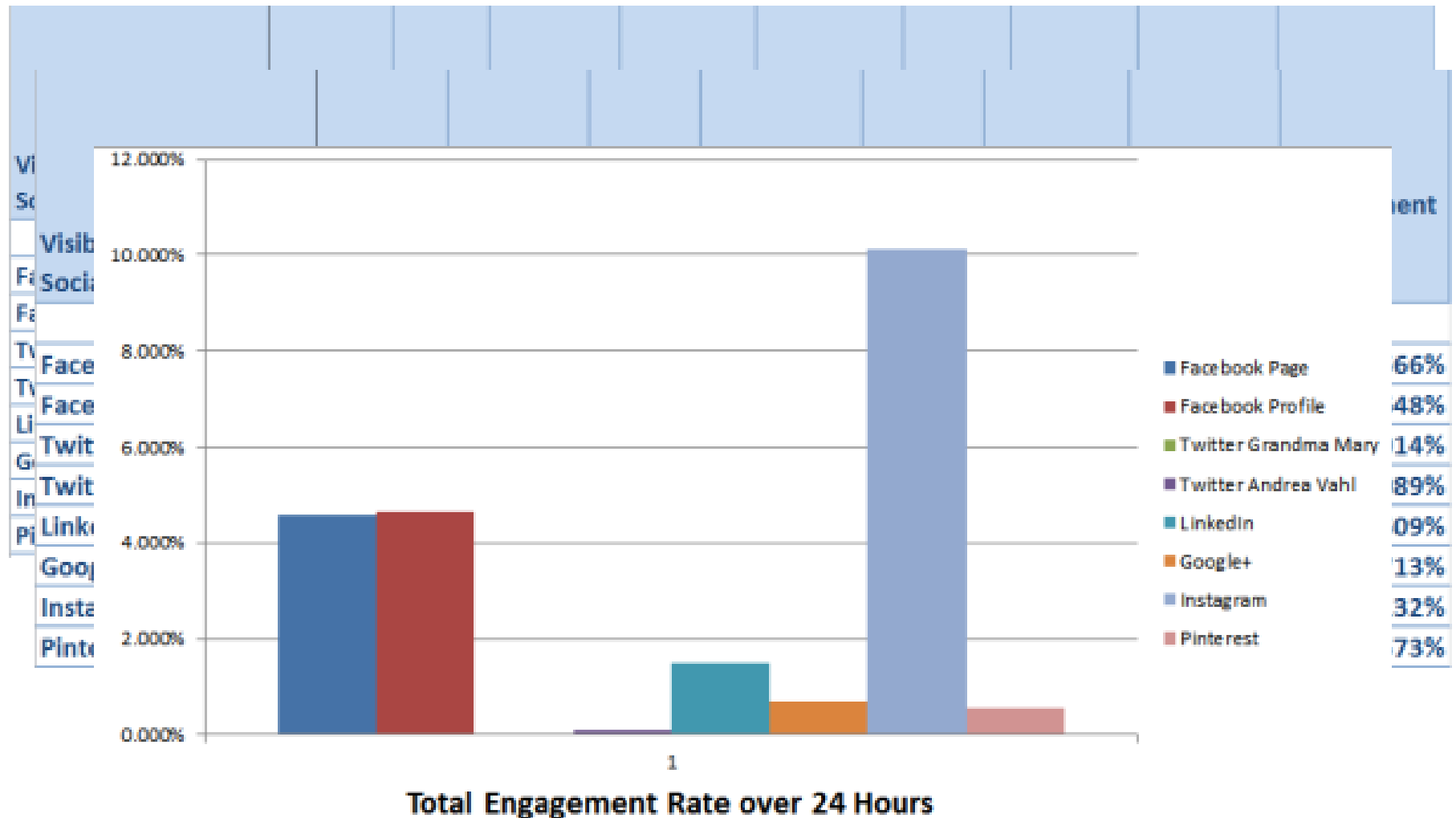
Print

Category	Board	Pin	Repins ▼	Likes	Comments	Date Pinned	Source
geek	Infographics		5	0	0	11/29/2012	econsultancy.com
technology	Facebook tips		4	0	1	10/18/2013	andreavahl.com
geek	Infographics		4	0	0	03/14/2013	socialmediaexp..

SproutSocial


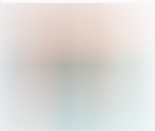
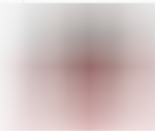


Test Your Social Sites for Yourself



What is Working for Others?

AgoraPulse

	 Grandma Mary - Social Media Ed...		
Fans ⓘ	10,650 8.2/day	121,176 57.4/day	59,221 183/day
Talking about this ⓘ	282 2.6% of fans	1,301 1.1% of fans	2,056 3.5% of fans
Fan posts	16 0.5/day	169 5.3/day	73 2.3/day
Page posts	45 1.4/day	28 0.9/day	42 1.3/day
Interactions ⓘ	1,002 22.3/post	6,959 248.5/post	2,691 64.1/post
Engagement ⓘ	9.4% 0.2%/post	5.7% 0.2%/post	4.5% 0.1%/post

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Facebook Graph Search

The screenshot shows the Facebook Graph Search interface with the search term 'florist' entered in the top search bar. The results are displayed as a list of items, each with a small profile picture and a title. The items are: 'Flower arranging' (Interest - 30,732 like this), 'Florista' (Product/Service - 37,324 like this), 'Florists' Review' (Topeka, Kansas - Magazine - 5,836 like this), 'The Virtual Florist' (App - 11+ monthly users), 'Longmont Florist' (614 Coffman St / 650 20th Ave, Longmont, Colorado - 1,789 like this - 93 were here), and 'Painted Primrose Florist' (Niwot, Colorado - Thornton, Illinois - 9 mutual friends). Below the list, there are two filter buttons: 'Find all pages named "florist"' (with a flag icon) and 'Find all places named "florist"' (with a location pin icon). A white box with a black border is overlaid on the right side of the filter buttons, containing the text 'Find and watch 5 competitors Pages'. Two red arrows point from this box to the 'Find all pages named "florist"' button and the 'Find all places named "florist"' button. At the bottom of the search results, there is a link that says 'See more results for "florist"'. The bottom of the screenshot shows a partial view of a post from '2 hours ago'.

florist

Flower arranging
Interest - 30,732 like this

Florista
Product/Service - 37,324 like this

Florists' Review
Topeka, Kansas - Magazine - 5,836 like this

The Virtual Florist
App - 11+ monthly users

Longmont Florist
614 Coffman St / 650 20th Ave, Longmont, Colorado - 1,789 like this - 93 were here

Painted Primrose Florist
Niwot, Colorado - Thornton, Illinois - 9 mutual friends


Find all pages named "florist"

Find all places named "florist"

Find and watch 5 competitors Pages

See more results for "florist"

Interest Lists

**Andrea Sodergren Vahl**
Edit Profile

FAVORITES

- News Feed
- Messages 99+
- Events 20+
- Browse
- Ads Manager
- Photos
- Favorite Pages 20+

PAGES

- Electronic Merchant ... 16
- FB Marketing All-in-O... 3
- Like Pages 20+

GROUPS

- Social Media Manage... 1
- Facebook On Ramp 1
- ALC Moment For Moms 3
- Remarkables 1
- MOD Moms of Denve... 20+
- 80027 - the "oh oh t... 20+
- Phil and Andrea Chats 1
- Andrea Vahl's Facebook Ad... 1
- Create Group...

FRIENDS



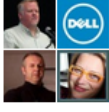

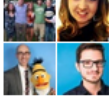

- Denver/Boulder 20+

APPS

- Games 6
- Games Feed 20+
- Selective Tweets

Add Interests
Follow interest lists or create your own.

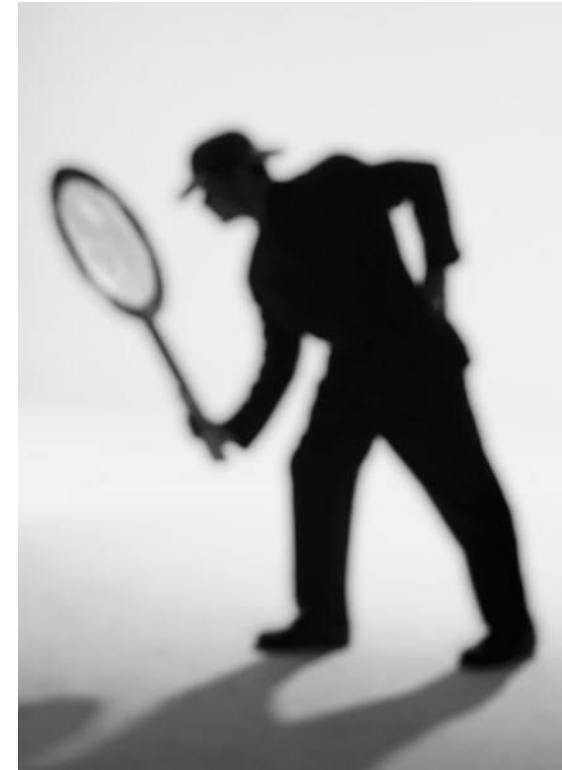
Suggestions

-  **Social Media News** by Vadim Lavrusik
Featuring Andrew Springer, Lila King and 55 others
87,320 followers, including 1 friend
[Follow](#)
-  **Social Entrepreneurs** by Arianna Huffington
Featuring TechSoup, MicroVentures Inc. - Hapinoy and 12 others
88,485 followers
[Follow](#)
-  **Social Media Marketing Sources** by Mari Smith
Featuring Social Media WHO, Sueb Zimmerman Enterprise and 152 others
1,835 followers, including 31 friends
[Follow](#)
-  **Business Leaders** by Evan Fogel
Featuring Paul Bragiel, Jason Binn and 25 others
97,277 followers
[Follow](#)
-  **Mashable Staff** by Pete Cashmore
Featuring Chris Phillips, Nora Grenfell and 39 others
10,152 followers, including 8 friends
[Follow](#)
-  **Media Brands** by Pete Cashmore
Featuring Mashable, The Atlantic and 7 others

<https://www.facebook.com/addlist>

Pay Attention to Successes

- List 5 competitors on each site
- Watch their engagement
- Watch how they post



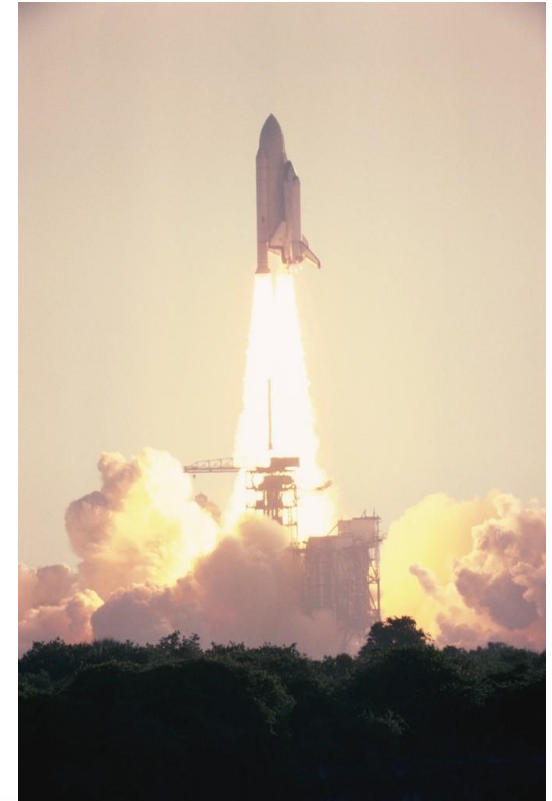
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Three Main Things To Do on Each Site

1. Make sure your profile is complete, interesting, and full of good keywords
2. Connect to new people regularly and talk to them
3. Post quality content



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Personal Assessment

1. What worked for you last year in social media?
2. Where did your web traffic come from?
3. How much time do you have to spend each day?
4. What are your specific goals with social media?
5. Where is your resistance?
6. What would you like to change this year?

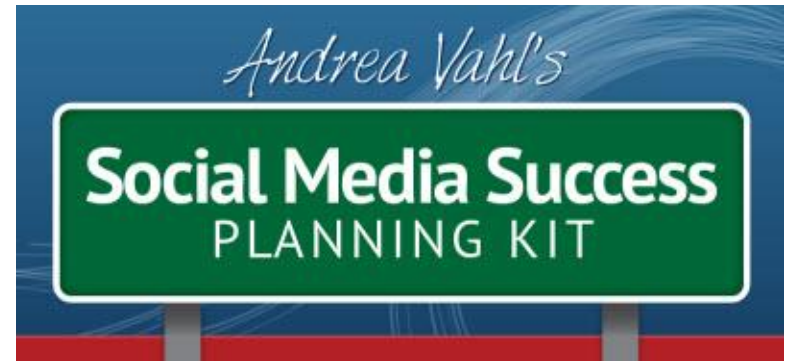
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Defining Success for You

- Not all about followers
- Put metrics in place
- Lay out goals



Month/Timeframe

Marketing Activity

Estimate of new Fans

|

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Set Goals That Make Sense

- Overall growth is still good = awareness
- Traffic
- Subscribers
- Sales



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Setting Goals

- S.M.A.R.T.
 - Specific
 - Measureable
 - Attainable
 - Realistic
 - Timely



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Example Goal broken down

- 300 New Fans in 1 Month
 - \$50 Ad spend = 100 new Fans
 - Solo e-mail to customers = 100 new Fans
 - Inviting targeted friends = 100 new Fans
- 50 New Subscribers
 - Free Webinar – 25 optins
 - Free Report – 25 optins

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Laying out your Activity



Goal	Steps	Completion
i.e. Set up Conversion tracking	<ul style="list-style-type: none">• Research articles• Add Google analytics• Add poll question	



Chunk it Down: Activity Plan

Facebook Daily Activity

Task	Time Alloted	Time Scheduled	Assigned to	Completed
Delete Spam from Page	2 minutes	As notifications are e-mailed		
Schedule Anchor post for day	3 minutes	8:00 a.m.		
Comment on threads	3 minutes	1 p.m.		
Comment on other Pages posts	2 minutes	1 p.m.		

Facebook Weekly Activity

Task	Time Alloted	Time Scheduled	Assigned to	Completed
Create 1-2 new images to share	25 minutes	Monday's at 4 p.m.		
Schedule 4-5 posts from trusted sources	15 minutes	Monday's at 4 p.m.		
Schedule a few engagement questions	5 minutes	Monday's at 4 p.m.		
Review Insights	5 minutes	Friday's at 4 p.m.		

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Editorial Calendar

Facebook Schedule						
	7-9 a.m.	9-11 a.m.	11 a.m. - 1 p.m.	1 - 3 p.m.	3-5 p.m.	5-7 p.m.
Monday	Monday inspiration			3rd Party Article		Question of the Day
Tuesday		Tuesday Tip	Promotional post	3rd Party Article		Photo
Wednesday	Humor	Blog post		3rd Party Article		Question of the Day
Thursday	Question of the Day		Share old blog post	3rd Party Article		
Friday	Fan of the Week			3rd Party Article		Question of the Day
Saturday	Weekend tip					
Twitter Schedule						
	7-9 a.m.	9-11 a.m.	11 a.m. - 1 p.m.	1 - 3 p.m.	3-5 p.m.	5-7 p.m.
Monday	Monday inspiration*	Promotional post	RTs	3rd Party Article*		
Tuesday	Quote	Tuesday Tip*	RTs	3rd Party Article*		
Wednesday	Humor*	Blog post*	RTs	3rd Party Article*		
Thursday		Promotional post	Share old blog post*	3rd Party Article*		
Friday	Follow Friday		RTs	3rd Party Article*		
Saturday	Weekend tip*					
* Indicates same material as Facebook						
LinkedIn Schedule						
	7-9 a.m.	9-11 a.m.	11 a.m. - 1 p.m.	1-3 p.m.	3-5 p.m.	5-7 p.m.
Monday		Discussion question - G		3rd Party Article - P, C		
Tuesday		Promotional post - P, C		3rd Party Article - C		
Wednesday		Blog post* -P, G, C				
Thursday			Share old blog post* - P, C	3rd Party Article - C		
Friday				3rd Party Article - C		
Saturday						
P - Personal profile						
G - Group						

Content Resources

- News sites – Huffpost, NYT, WSJ
- Aggregators – Alltop, PopURLS, SmartBrief
- Social sites – LinkedIn Pulse, Twitter Search, Facebook Interests Lists
- Blogs and Web – Feedly, Google Alerts
- Tools – Post Planner, BuzzSpice

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Making Projections

Social Sites Projections				
	Additional Marketing Activity			
Site	Base Activity/Growth	1/1/2013	2/1/2013	3/1/2013
Facebook Likes	3.0%		50	
Facebook Talking About This	2.0%			
LinkedIn Connections	30	20		
LinkedIn Company followers	1.0%			
LinkedIn Group members	5.0%			
Twitter Followers	100			
Twitter Listed	3			
Google+ Connections	25			25
Google+ Company Followers	1.0%			
Pinterest Followers	2.0%			
YouTube Views	5.0%			
YouTube Subscribers	2.0%			

Measuring Success

Social Sites Statistics				
	Date			
Site	1/1/2014	2/1/2014	Increase	% change
Facebook Likes	523	579	56	10.71%
Facebook Talking About This	26	30	4	15.38%
LinkedIn Connections	326	342	16	4.91%
LinkedIn Company followers	23	31	8	34.78%
LinkedIn Group members	72	78	6	8.33%
Twitter Followers	675	793	118	17.48%
Twitter Listed	14	16	2	14.29%
Google+ Connections	111	133	22	19.82%
Google+ Company Followers	19	24	5	26.32%
Pinterest Followers	127	144	17	13.39%
YouTube Views	433	521	88	20.32%
YouTube Subscribers	22	24	2	9.09%
Traffic from Facebook	25	50	25	100.00%

Review

Social Sites Results					
	Date				
Site	1/1/2014	2/1/2014	Projected	Difference	3/1/2014
Facebook Likes	523	579	539	40	0
Facebook Talking About This	26	30	27	3	0
LinkedIn Connections	326	342	356	-14	0
LinkedIn Company followers	23	31	23	8	0
LinkedIn Group members	72	78	76	2	0
Twitter Followers	675	793	778	15	0
Twitter Listed	14	16	17	-1	0
Google+ Connections	111	133	136	-3	0
Google+ Company Followers	19	24	19	5	0
Pinterest Followers	127	144	130	14	0
YouTube Views	433	521	455	66	0
YouTube Subscribers	22	24	22	2	0



Tracking Sales

- Have a **coupon code** that you use just on one social platform.
- Send traffic from social sites to **one web signup page and watch the optins to your offer.**
- Have a different e-mail list for people who sign up to your freebie offer from social sites.
- **Ask people when they make a purchase how they found you.**
- Have Google Analytics track your traffic from **entry to purchase.**

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Setting Yourself up for Success

- Keep your Goals in front of you
- Chunk it down
- Schedule your activity
- Track your progress
- Be kind to yourself
- Have fun!



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Want to go farther?

- Social Media Success Planning Kit
- End social media confusion
- Have a plan



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Social Media Success Planning Kit

- Includes:
 - Initial Assessment
 - Goal and Growth Plan
 - Activity Calendar – Daily, Weekly, Monthly
 - Editorial Calendar – Daily, Monthly
 - Social Sites Statistics, Projections, and Results
 - Two Q&A group webinars
- Only \$97 until January 31st
- www.andreavahl.com/socialmediaplanningkit



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