

10 TIPS

For Ruling Online Engagement

DIVE IN

If you only dip a toe in, you'll never learn to swim. It's ok to be selective, but put forth enough effort to generate measurable results. And make sure to invest in smart social ad buys and staffing up.

STEAL EVERYTHING

Turn your attention to your competitors and successful companies in other business sectors. What are they doing that is working? Make research a priority. And steal the best of what you see that is working for others.

MAKE MISTAKES

We highly recommend trial and error in establishing the best path to generating the type of ROI you desire. Sometimes tweaking a tactic or featuring new creative is all you need to do to see immediate success.

STAY AWAKE

Proactively engage with your fans. Happy and mad. Especially on the social channels you manage e.g. Facebook, Instagram, Pinterest, etc. And, listen to all conversations taking place online centered around your brand and your key competitors. Google searches and licensed tools can help you cut through the noise.

TARGET SMARTLY

Not all of your customers – current and future – live on Facebook. Some Tweet. Snap. Swipe. Pin. You can't be everywhere online, so be strategic where you place your efforts. It never hurts to survey your customers to find out where they spend their time consuming their media. Be where they are.

KEEP CALM

There are two types of people online that you need to be most cautious with: the out and out crazies, and the customers who have been genuinely wronged. Both bark. Both bite. And you should take a deep, smart breath before you respond to their hysterics.

KEEP LEARNING

Dissect the data. Continue to monitor the buzz. Keep an eye on your competitors at all times. Rest when you've won. But only take a nap.

DON'T BE CHEAP

Even social media savants have had to invest: in staff, training, design, outsiders, ads, research, tools, etc. If you aren't ready to invest, then you should accept average to below-average results.

USE GROWN UPS

Senior management needs to sign-off on key strategies, and, at a minimum, periodically review ROI. They also need to weigh in on big, scary decisions that need to be made when dealing with PR crises (Refer to item #1). Don't just leave your brand - and how the public perceives it - in the hands of the intern.

SCARED STRAIGHT

Guess what – your entire staff uses social media in one form or another. That's a lot of status updates, posted photos, Yelp reviews, etc. Having a structured (even if it's a straw man) policy in place for how your staff can and cannot engage online is just plain smart, and safe.

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A Social Engagement Agency

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