

Social Media Strategy

Johnson's Utensil Ltd.

Company Summary

Questions to answer:

- What's your company name?
- Where is the company headquartered?
- When was it founded?
- Who is the founder?
- What were the most important milestones?
- What are the manufacturing resources and capabilities?

Example

*We are **Johnson's Utensil Ltd.** We have been producing metal forks, spoons, knives, and cups since 1900. We are a local family business headquartered in Johnville, MN.*

We own our production facility and all the necessary equipment. Johnson's Utensil Ltd. was one of the official suppliers of the US army during World War 2. We have a strong brand in the US, acknowledged by government contracts.

Company Mission Statement

Questions to answer:

- What are you doing?
- What is your final destination?
- How will this impact your clients?
- How will this change the lifestyle?

Example

“Utensil that feeds generations.”

The Team

Questions to answer:

- What’s the role name?
- Who is responsible?
- What will this person do?

Example

We have a small team of three to manage our social presence.

John Example is a co-owner and is responsible for the overall brand's market presence. Part of his time he dedicates to analyzing the statistical information and planning further activities. Everyone on the team reports to him. He is the one who sets strategic goals, approves initiatives, and budget. He can but is not obliged to communicate with the audience in social media on behalf of the brand.

Anna Instance is a social media manager full-time. She is responsible for creating content of all kinds and their distribution across the channels. She also runs ad campaigns. Anna assures a transparent process flow that John Example can observe and provides monthly performance reports.

Liz Example is a part-time community manager. She is responsible for communicating with the audience on social media channels. She also provides customer insights to Anna Instance every week.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
What do you do best?	What do you want to strengthen?	What does the industry love the most that you can offer?	What can take you down and prevent you from growing?
Own production High-quality metal Life-long guarantee	Expensive for mass-market	Target European market	Expensive delivery Unstable market volume

Strategic Goals

Questions to answer:

- What do you want to do? (S - specific)
- What number (level) will mean success? (M - measurable)
- Is it possible to accomplish it? (A - achievable)
- What resources will you need; do you have them? (R - relevant)
- What is the timeframe to reach the goal? (T - time-bound)

Example

We will use social media capabilities to establish our brand's presence in the European market. We have history, quality, and trust. We will start with Germany as it has high purchasing activity in the 'utensil' segment.

2020 Social Media Goal: Establish a localized social media channel and reach 5,000 followers by the end of 2020.

Business Initiatives

Questions to answer:

- What will you do to reach the goal?
- What's the timeframe?

- How are you going to measure success?
- What resources do you need?

Example

Initiative #1: Establish a new Instagram account in German in 1 week

Initiative #2: Localise 50 (best performing) existing content pieces into German in 1 week

Initiative #3: Launch a paid promotion campaign across Germany in 1 week to reach 1,000 local followers.

Initiative #4: Post unique or localized German content daily starting next week until we reach the goal.

Initiative #5: Attract 5,000 followers through influencers in 3 months

Target market intelligence

Questions to answer:

- Where do your best buyers live?
- What language do they prefer?
- Do they have local holidays or shopping drivers?

Example

Geographical location: Germany

Professional affiliation: healthcare, logistics, science, engineering.

Background: we target people who care about the value of things with a long life cycle. We care about the customers that prefer to spend more to save in the long term. We need those who love reliable and durable utensils that are hard to damage and easy to replace with our life-long guarantee.

Buyer Person

Professional background. Hard workers, labor, or war veterans. They may have construction, logistics, engineering background, or to be scientists.

Personal background. Family people. Like traveling. Have children or grandchildren.

Demographics. Mostly men, 35-70-year-old, suburban residency.

Communication. They take time to do research and take action. They use messengers to ask questions. They don't believe marketing and trust actual people's testimonials. They also study statistical or authoritative information. They love practically proven facts.

Business goals. Build a better world with their own hands.

Personal goals. To be helpful and get recognition.

Challenges. Tired of multitasking and lack of time. Too many things to keep in mind.

Your impact. We provide the products that don't need additional attention and can be replaced at any time for free if broken.

Objections and concerns. *Too expensive. I have everything I need. I can replace it in the nearest store.*

A unique selling point for this persona. *They will serve your grandchildren and look brand new. Free replacement is guaranteed all your life.*

Competitors

Example Utensil GMBH

Location: *Germany*

Foundation year: *1925*

Competition level: *High*

Community: *5,000 followers across social channels*

Strengths	Weaknesses	Opportunities	Threats
<i>Local supplier</i>	<i>Medium production capability</i>	<i>We can offer engraving service</i>	<i>Expensive delivery</i>
<i>High quality</i>	<i>Side business</i>		<i>New to market</i>
<i>Fast delivery</i>	<i>of larger brand</i>		

Market strategy

We have advantages with high value.

Product

Questions to answer:

- What is the material it's made of?
- How do you prove the quality?
- Is it unique?
- Is it handmade?
- Where was the product produced?

Example

- *We produce spoons, forks, knives, and cups made of high-quality metal. We check the metal on delivery. We check the quality of the end product before distributing it.*
- *Multiple tests prove the solidity of our products.*
- *All products are produced on the territory of the United States of America.*

Price

Questions to answer:

- How much is your product?
- What's your [profit margin](#)?
- Is it affordable to your buyer persona?
- How often can your buyer persona buy from you?
- How much of the margin are you going to reinvest into the business?

Example

- *Our products cost higher than average because we provide the highest quality on the market (proven) and provide a life-long replacement guarantee if the product breaks down.*
- *Our customers don't need to buy more units of the same kind because the products that they buy from us serve forever.*

Promotion

Questions to answer:

- Are you going to sell it on the website?
- Do you sell offline, online, or both?
- What social networks are you going to use?

- Do you have a blog?
- Do you have an affiliate or referral program?
- Do you cooperate with influencers?
- Are you going to launch paid campaigns?
- What content formats are you going to use for promotions?

Example

- *We will build a local community on social media, but we will process purchases on the website. We will need a simple e-commerce platform that does not require much effort to set up.*
- *We will also take part in local online events as experts, not as advertisers.*
- *We will reach out to local influencers to ask for assistance and boost our community growth.*
- *Paid campaigns will also be launched. They will demonstrate our products and brand history.*

Social Channel

Questions to answer:

- What is the purpose of my website?

- What is the purpose of each of your social media profiles?
- What is your primary selling channel?
- Do you use social media to provide support?
- Which social media will get the most budget to run ads?
- What kind of content will you post on different channels?

Example

The list of social networks we will use:

Instagram. *We'll create a localized account and will build a community around it.*

Facebook. *To launch ad campaigns and support growth.*

Twitter *for fast 24/7 support.*

Other Strategic Documents

Together with this Strategy, we will follow the next documents:

- Strategy Budget
- Strategy Roadmap
- Content Calendar
- Social Media Reporting



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