

# Social Media Tactics

Social media marketing can be deceptive. It looks easy, but often the resources and planning needed to tap its potential are underestimated.

## What we do

We will help you understand which channels-to-market you should be using, what can and cannot be achieved, who your audiences and competitors are, how you can reach them, what you should be saying, how often, and how you can measure the results.

## What you get out of it

We believe a focus on practical down-to-earth analysis and planning is the key to providing a social media tactics that will actually be used, rather than being just theory.

By the end of the project you will be able to clearly see:

- Social Media Intent
- Objectives
- Success Criteria
- Subject research
- Positioning
- Competitor differentiation
- Keywords
- Channels-to-market
- Content definition
- Response mechanisms
- Building integrity
- Twelve month plan
- Advertising
- Risks and Mitigation
- Measurement
- Quick Wins

## Ready to talk?