

RESPONSIVAL

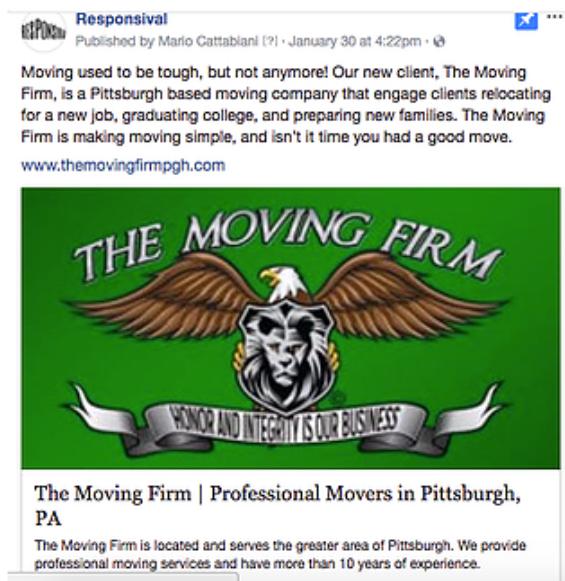
Social Media Strategy 2018

Introduction

Responsival's core initiative in its first three years of development has been to organically grow their business through calls, email campaigns, and referrals. Since its inception, Responsival has grown from a two-person start up in a small Pittsburgh apartment to one of the top web developers in the area. This growth has been solely due to traditional sales techniques such as cold calling, or sending email blasts; while these tactics have been successful a strong social media strategy could expand Responsival's reach from being a small start up to a powerful force in the web development market- not only in Pittsburgh but nation-wide. This document will explain in detail the goals, tactics and strategies for Responsival's social media for the next calendar year, as well as the metrics and statistics used to measure the success of this campaign.

Brand Analysis

Responsival is an up and coming tech start up in Pittsburgh. The idea of their product is to basically integrate SEO and web design to give customers the most up to date websites on the market for the cheapest price. They reflect their business model and their brand through their social media in a few ways. They are only on Facebook and Instagram because they believe that tweeting would take too much time away from their focus of business-to-business marketing. They mostly focus their content on promoting businesses that they have just launched a website for. Most of their posts look like this:



They post these images and links about twice per week in order to keep up with new businesses joining the "Responsival Family", as well as promoting the businesses if they have any special promotions or one time offers that are happening. They also enjoy posting about businesses that are being active in the

community. This choice in content shows that Responsival really wants the businesses that choose them to feel like they are becoming a part of a family. It's a really important aspect of their business because changing website providers for some businesses can be the difference between surviving, thriving, and closing down. If they give their primary marketing aspect (their website) to a designer that doesn't care about them and just wants money there's a good chance that they could be taken for a ride, lose a lot of money, and potentially lose their website all together. For this reason Responsival wants to portray the feeling of being part of a team or family to potential clients.

The language in these posts is also really relaxed. In today's business world, tech is a young man's game, so it's important that their brand remains professional while also staying a little less formal in their word choices. They want to promote their brand, and their clients' brands in a way that relates to both parties. If there is a website for workout equipment, the wording may be a bit more lively or energetic than one for, let's say, a doctor's office.

Mostly, for images, Responsival uses their client's logo or image. This is because most of their posts are about promoting a company or getting the word out about something one of their clients is doing. They do sometimes throw some pictures on Instagram of the office life or some profiles of employees in order to give potential clients a little glimpse of who they'll be working with and to show them that this business is really geared toward them; it's not a huge corporate developing these sites, it's just some nice people that love what they do.

Competitor Analysis

There are really too many competitors out there that deal with web design and SEO to choose one to analyze, but the main goal of Responsival is to grow big enough and compile enough data that they become a site that allows people and businesses to create their own SEO compatible website. As of now, their main competitors are other Pittsburgh web development companies, but for the sake of their future endeavors, the focus on Responsival's competitors will be those companies with which they will be competing in the future.

The main (future) competitor would be Webflow, which is the system that they use now to design their sites. It's a great tool because it allows you to design the site from a more template format, while also being able to mess around with the HTML code in order to optimize the site's search engine ranks. This is why Responsival uses Webflow exclusively. However, while designing these sites and managing existing accounts is financially productive for Responsival, they see more money in the template space.

Web flow does not really have any social media that they utilize their social media for business-to-business interactions, but rather to promote their new site aspects and tools that people can use to make their sites great. Ultimately, I believe

Responsival will have a similar social media presence as Webflow, but I really think that they will continue to design sites as a “premium” feature and promote those sites as they have been doing this whole time.

Webflow also uses far more formal language, which I would understand because they are a larger company and they are directing themselves at professionals, but I think that Responsival would lose a special aspect of their brand if they went as formal as Webflow. Their brand is more youthful and fun as if making a website that rocks is a fun time. I don’t think they will stray away from this aspect of their brand. Overall, I think that Responsival will use different aspects of Webflow’s social media strategy, but their voice and tone will remain the same.

Audience Analysis

Responsival’s following on social media is not very big, so the sample size of their audience is quite limited. This is the reason that I want to work with Responsival, so it’s not the worst thing in the world that their presence on social media isn’t huge. Their audience is mostly younger adult men ranging from the age of 18-34 living in Pittsburgh, Pa. About 66% of their users are males in that age range, while the 34% of women tend to be closer to the 24-34 age demographic. These users are not necessarily intensely using social media, but from what I’ve seen most of them use their social media to connect with local businesses. Responsival’s posts do not have a lot of interaction, but they normally reach about 50 people.

I believe that Responsival’s primary audience is business owners in the Pittsburgh area that use social media to gain information about, and follow, other businesses. This is perfect for my target audience because I want to start connecting with business owners through social media to help drive business for Responsival. While it would be ideal to target people who are active on social media, I am seeing this as more of a networking and referral tool for the business. The main objective would be connecting and creating a relationship with these business owners, or their business in general. The secondary audience would be to target the users of those businesses. I am hoping that once Responsival connects with these businesses, they will post a link to their new site, which will open an entirely new door to potential clients. For a tertiary audience, I would hope to connect with people who are not related to any business, but may know people who are in need of Responsival’s services. Basically, I want to work through the layers of social media from the clients themselves, to the related followers of the clients, to other individuals that are not necessarily related to any business, but may create buzz about Responsival.

Areas of Potential

This strategy is incredibly important to Responsival's business because of the potential reach that social media can have for business-to-business marketing. Most of Responsival's client growth comes from email campaigns, cold calls, and referrals, which has been successful. However, the potential reach that social media can have, and the network it can create will give Responsival the opportunity to grow into areas that they may not be able to through their traditional means.

The foundation of Responsival's social media strategy is rooted in Pittsburgh, but if there is a possibility of each client connecting two more businesses with Responsival through their posts about their website, then there will be a snowball effect of clients learning of Responsival through social media. As the network grows, so does the potential of reaching more people in different areas that may be connected with Responsival's clients.

Action Plan

Goals, Outcomes, Strategies, and Tactics

The two biggest goals that we have set for Responsival's Social Media Campaign are creating brand awareness for Responsival and our clients, as well as driving traffic to our client's websites and our social media pages.

- **Goal:** Creating Brand Awareness
 - **Target:** Generate over 120 total social media interactions with potential/current customers by May 2019.
 - **Strategy:** Use current followers on Facebook and Instagram to increase
 - **Tactics:** We will track the growth of our following throughout the campaign to determine how successful our plan is.
 - **Metrics:** We can track this KPI by analyzing the amount of clicks that we are getting on each post as well as likes and comments.
- **Goal:** Increase Number of Clients
 - **Target:** Generate 5 new clients through social media by October 30, 2018.
 - **Strategy:** Actively have our existing clients promote Responsival as updates, or new sites come out in order to get the Responsival name out (this also helps with creating brand awareness) as well as showcase our sites.
 - **Tactics:** In order to drive traffic for both us and our clients, we will analyze our social media and website data to see how many people clicked on our client's page, or our page, through social media, or any other means. We can do this with Google Analytics, or Webflow Analytics.
 - **Metrics:** We will track the growth of our following throughout the campaign to determine how successful our plan is.

Distribution Plan

For my strategy distribution plan, I will be using Instagram and Facebook as my primary platforms on which I will launch our social media campaign. Our Facebook page will primarily be used to promote our clients' businesses through their new websites. While we will also be posting information about the practical necessity of having a responsive website and promoting Responsival, most of our content will surround our clients and their new sites. On Instagram, we will focus more on giving our brand a personality. By this, I mean that we will post about things going on in our office, and profiles of designers and account managers. Since websites have become an incredibly important aspect of businesses, and many people are trying to tell businesses websites, we want to separate ourselves from the competition. By putting faces to the names of the people who will be working on these accounts, I think that businesses will be more comfortable letting us design their website.

We will primarily use shared and organic media assets in order to promote Responsival. Our links to the websites, and sharing our clients' posts about us will be the best ways that I can think of to promote this business. Clients are constantly sharing links to their websites, so by sharing these posts, we are both promoting our client and Responsival.

Our social media will be completely centralized because the social media was made from the ground up (genesis model). All of the messages and content posted will come through the Responsival Social Media Coordinator.

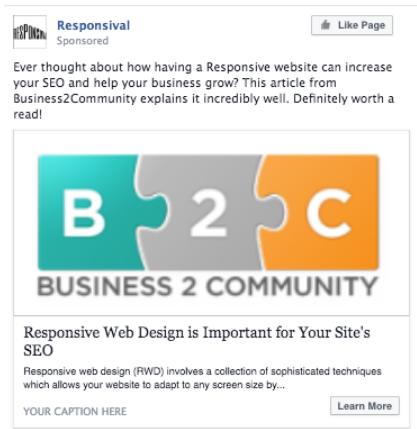
In terms of a timeline, I want to have two month, six month, and yearly goals. I want to gain at least 10 new followers every month, so after the calendar year I would like to gain 120 followers. I am planning on implementing this campaign in May because that is the beginning of the summer and I think that there would be a lot of opportunities to post some good content.

Content Calendar

This content calendar breaks down the average weekly posts. I thought that Mondays and Fridays would be the best to promote the Instagram and Office life because Monday is always slow and less fun so it would be nice to share something lighter, and Fridays everyone's getting ready for the weekend so having a fun post about the people working in the office would be a nice touch. I want to post articles every Tuesday that promote the importance of SEO and web design to businesses. Thursdays will be for promoting our client's businesses, and our new site launches. We will also be posting every single time a new client launches, this is just a loose timeline for how many clients that we sign, which is normally 1 every 2 weeks.

| May 2018 | | | | | | | Today |
|----------|---------------------------------|------------------------------------|-----|---|-------------------------------|-----|-----------------------|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat | |
| 29 | 30 | May 1 | 2 | 3 | 4 | 5 | |
| | Meet the Team post on Instagram | SEO/Web Design Article on Facebook | | Client Promotion Post on Facebook | Office Life Post on Instagram | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| | Meet the Team post on Instagram | SEO/Web Design Article on Facebook | | New Client Website Launch Promotion on Facebook | Office Life Post on Instagram | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | |
| | Meet the Team post on Instagram | SEO/Web Design Article on Facebook | | Client Promotion Post on Facebook | Office Life Post on Instagram | | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 | |
| | Meet the Team post on Instagram | SEO/Web Design Article on Facebook | | New Client Website Launch Promotion on Facebook | Office Life Post on Instagram | | |
| 27 | 28 | 29 | 30 | 31 | Jun 1 | 2 | |
| | Meet the Team post on Instagram | SEO/Web Design Article on Facebook | | Client Promotion Post on Facebook | Office Life Post on Instagram | | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | |

Sample Content Pieces



These are good examples of our Facebook content pieces that I want to implement. The first two are examples of how we can promote our already existing clients, while the third shows an example of an article that we will be posting about on Tuesdays.



Responsive

5 mins



♥ 17 likes

Who said finance meetings had to be stressful?
Great meeting today with even greater people!



Responsive

5 mins



♥ 17 likes

Just a little pool break to get the creative juices flowing! Who you got: Bryan or Eddie? (spoiler alert: Eddie won)



Responsive

5 mins



♥ 30 likes

Meet Jaclyn O'Keane, one of our newest members of the Responsival team! She is a graduating senior at the University of Pittsburgh and is our new Marketing Coordinator and Director of Innovation. We're really lucky to have such a talented young woman working with us!

These are examples of content that we will be featuring on Instagram. The first two are examples of our Monday content, which will show some sort of aspect of the office life at Responsival. The image on the right is an example of our Friday posts, which will feature different employees and tell our followers a little more about them.

Both Facebook and Instagram have really relaxed language, which you can see. However, I want to make the Instagram a little more humorous than Facebook to separate the two platforms' purposes, while keeping the same voice.

Evaluation Plan

In order to measure the success or failure of this social media plan, I will look at the advanced metrics on Instagram and Facebook, as well as more obvious metrics like likes and comments on the posts.

On Facebook, for each post I will look at the number of comments, as well as the content of the comments. We rarely get negative feedback on posts, but it does happen. If this were to happen we would take measures to rectify the situation privately. As well as comments, I want to look at the amount of likes/reactions on each post. Normally, posts range from 10-20 likes/reactions. Ultimately I would like this number to double. I will also look into the advanced metrics of the posts such as total engagements with the post and links that are attached. Even if people aren't liking posts, the goal is to get them to look at the client's website in order to promote both our business and theirs.

On Instagram most of our analytics will come from looking at likes and comments rather than advanced analytics. While we could use third party analytic applications, I think that the goal of our Instagram differs greatly from the purpose of Facebook. Our Instagram posts usually receive 40-60 likes, so we want that number to be closer to 60 than 40. As for comments, this will work similarly to Facebook. We normally get about 5 comments per post and they are all normally positive, but we would like to see that number rise. Overall, I believe that the

metrics of Instagram are far less important than that of Facebook for business value because we are using it as more of a “personal” platform for our business.

As for revenue, we would ultimately like to see the number of followers rise on both platforms. We can do this by telling our clients to like our page and share our posts about their businesses. Hopefully, by driving our clients to share our posts we can reach a far larger audience and see our metrics in all categories rise.

Supporting Documents

Social Media Policy

Rules and Regulations

1. Brand Guidelines
2. Have a positive message about the brand we are representing. Have a selling point for each the brand involved to show why we are working with them.
3. If you are posting about Responsival in any way, the same rules apply as well.

Etiquette and Engagement

1. Positive Engagement
a. Favorite/Like the comment before responding.
b. Keep the message concise if you are commenting back to someone.
c. If you need to write a message longer than 50 words, you should direct message the person to whom you are commenting.
d. Keep responses professional (no exclamation points, or emojis).
2. Negative Engagement
a. Always handle negative comments with direct message.
b. Make sure to specifically address the reason for the person's discontent.
c. Try to offer a way to remedy the situation (make sure it is approved by Bryan. it before something to client)
3. Confidentiality
a. No passwords or account information should EVER be shared in any way via social media.
b. Never post about an upcoming project before the pay order is sent and Bryan approves it.
c. Once a deal is complete, discussing an upcoming project is completely acceptable to promote our client's brand.

Roles and Responsibilities

The following roles and responsibilities are to be completed by the acting Social Media Coordinator of Responsival Inc.:

1. Engaging customers via social media platforms.
2. Customer Service via social media platforms.

3. Responsival Promotion via social media platforms (new clients, launched sites, updates, as well as anything our clients may ask us to post about)

Potential Legal Risks

1. Credit Sources
 - a. If you are posting a photo/sharing something that is from a client's social media page, make sure to tag to ensure that you credit them as your source.
2. Privacy and Disclosure Procedures
 - a. Confidential material includes client account information, passwords, and information about unfinished projects that has not been approved by Bryan.

Security Risks

1. Passwords
 - a. Keep different passwords on all social media platforms.
 - b. Change every 6 months.

Accountability

1. It is important that employees know that they are always representing the Responsival brand, even if they are not in the office.
2. All personal accounts are exactly that, personal accounts. We want you to be yourself with your personal social media, but remain professional.
3. Be respectful.
 - a. Don't post anything that you would be embarrassed for your mother to see.

Style Guide

Principles

1. Aim to promote Responsival or our client's in a positive light.
2. Do not aim to alienate anyone regardless of what is said online.
3. Keep the Responsival brand in mind with every post.
4. Less is more.

Voice and Tone

1. Write your posts in your own voice, but understand you are representing Responsival at all times.
2. Short and concise answers are always better.
3. We want to have a light tone, but remember to keep messages professional.
4. Make sure to address whomever you are interacting with in a post.
 - a. If you are commenting back to someone, use the person's name.
 - b. If you are posting about a client or product launch, address it directly.

Content Types

1. Facebook Posts

- a. Purpose: to get the word out about our clients and our new site launches. We want to engage our audience to check out our new client by looking at the new website. This is how we will generate more buzz about our design abilities.
 - b. Readers: Followers of both Responsival's page and the client's page.
 - c. Average Length: 100-200 words
2. Instagram Posts
- a. Purpose: To promote the Responsival brand and our client's brand more intimately to customers. The voice of these posts is more relaxed and focuses more on the daily grind at Responsival to give our brand a face and personality, while also promoting our new clients and giving them more personal shout outs. We believe this is the best way we can market to businesses and create relationships with potential clients.
 - b. Readers: Followers of Responsival and Client's pages. More specifically geared toward potential clients.
 - c. Average Length: 50-100 words

Grammar and Usage

1. Always capitalize any letter that begins a sentence, and any proper nouns.
 - a. ALWAYS remember to capitalize Responsival and our clients' names.
 - b. Use punctuation to end every sentence.
 - i. Avoid exclamation points.
 - c. Avoid using abbreviations, and always spell check before posting.
 - d. Don't write out numbers, use their numerical form (1,2,3...)

Web Style

1. Make sure to address our client's name in the first sentence of each promotional post.
2. Italicize emphasized words.
3. Keywords: responsive, SEO, design functionality

Rationale and Conclusion

Throughout this semester, most of the texts that we have read have all touched on one incredibly important topic: tone and voice. While I did know that the tone of the posts and content were important in social media, I never really thought of the practical importance of having a consistent tone and voice. In Ann Handley's *Everybody Writes*, Fenton and Lee's *Nicely Said: Writing for the Web with Style and Purpose*, and Handley Chapman's *Content Rules* each of author discusses the importance of tone and voice in creating a relationship with the audience. This is particularly important for me because I want to turn Responsival's social media

from strictly content promotion to creating a brand around which they can more successfully market themselves.

In an article from Entrepreneur.com titled “The 4 Essentials to Building Your Brand on Social Media”, the author, Aaron Agius, says, “you’ll create a much stronger brand reputation if you focus on creating useful content that viewers will want to share, rather than cranking out content to meet arbitrary publishing calendars.” In the beginning I wanted to solely use Responsival’s pages to publish a lot more content rather than more meaningful content. However, the more I began to focus on the tone and message of the content and how it would relate to/create a viable brand, I realized that more content does not mean more success.

Overall, this strategy will create a strong, recognizable brand for Responsival through the voice, tone, and content that I will produce. To do this, I will create a consistent tone between both the Facebook page and Instagram page, although their aims are different. The Instagram will be more of a “look into” the Responsival office, while the Facebook will still focus on promotion and marketing, but the language and tone of both will be similar; young and light, while remaining professional. This is a young company and they are still trying to create a strong brand, I believe that this social media strategy will create that brand and hopefully allow Responsival to begin earning money through their social media.

Sources

[Agius, Aaron. “The 4 Essentials to Building Your Brand on Social Media.” Entrepreneur, 23 Apr. 2015](#)

[Fenton, Nicole and Kate Keifer Lee. Nicely Said: Writing for the Web with Purpose. Peachpit Press 2014.](#)

[Handley, Ann, David Meerman Scott, C.C. Chapman. Content Rules: How to Create Killer Blogs, Podcasts, Videos, eBooks, Webinars \(and more\) that Engage Customers and Ignite your Business. Wiley, 2012.](#)

[Handley, Ann. Everybody Writes: Your Go-To Guide for Creating Ridiculously Good Content. Wiley, 2014.](#)