



WATER TECHNOLOGY MAGAZINE

Developing a Social Media Marketing game plan

From Volume 33, Issue 5 - May 2010

<< BACK

Feature

Strategic planning and good management are keys to successful SMM campaigns.

Related Information

Utilize Tools

by: Michael Buczek

E-MAIL THIS ARTICLE

PRINT THIS ARTICLE

FREE SUBSCRIPTION

As consumers move to social media networks to connect with people and brands they purchase, the water treatment industry needs to adapt and move with these customers. When the social media space is entered, there is a difference between just creating profiles and actively engaging in effective Social Media Marketing (SMM) campaigns.

Step one is establishing goals and a game plan for your company's social media presence. Which channels will you participate in and what will be the purpose of each channel? Start with the most popular channels to get the most interaction.

Step two is determining how you will execute and manage the strategy in order to ensure it meets your goals.

Create an organizational chart clearly detailing who will be responsible for task and channel management. One person or multiple people can make up a team responsible for social media deployment. You will also need to set a timeframe for posting to each channel, as stagnation can lead to lost interaction and engagement.

One-person manager

A one-person workflow should be organized, based on the amount of time you want to dedicate to each channel, and demonstrate correlations between channels.

For example, blog posts can be fed into Twitter® and Facebook®. Press releases should be posted to the website and Tweeted about. YouTube® video uploads should be embedded in on-site content as well as in blog posts where it's relevant to do so.

This cross-pollination of materials allows your collateral and promotions to reach a wider audience and serve multiple duties toward engaging prospective customers. Therefore, the workflow should also include regular brainstorming sessions of the marketing campaigns or topics and items not to be repurposed across channels, but rather to be unique to each.

WATERTECH COMMUNITY

[Bulletin Board](#) | [Ask the Professor](#) | [Write for WT](#)

Latest Bulletin Board Messages

- » [Softening high TDS water](#)
- » [boston water main break](#)
- » [Chelating Resins from Purolite](#)
- » [Yellow Grass](#)
- » [Gulf oil spill/coastal desal](#)

Other Discussion Groups

- » [Yahoo User Groups](#)

WATERTECH RESOURCES

[Buyers Guide](#) | [Industry Links](#) | [Services](#) | [Classifieds](#) | [Bookstore](#)

- » [Search the Buyers Guide by company name, product type or brand](#)
- » [View our Buyers Guide listing options](#)
- » [Create a new listing and add your company to the Buyers Guide](#)
- » [Renew, upgrade or edit an existing listing](#)
- » [Contact a sales representative about Buyers Guide advertising](#)

FEATURED PRODUCT

ORIVAL
Automatic Self-Cleaning WATER FILTERS

Automatic water filtrations systems down to micron size

Stressed Over DBP Regulations?

PROMINENT SYSTEMS
626-858-1888
www.prominentinc.com

FOLLETT

WaterTech Online.com

READER SERVICE
Free Product Info from our advertisers



(c) 2010 [EBSCO Industries, Inc.](#) All rights reserved.
[Grand View Media Group](#) is a subsidiary of [EBSCO Industries, Inc.](#)

[Privacy Policy](#)