

Sample Action Plan: Social Marketing

The Action Plan is a collaborative, living document that you'll create with your Gartner team. Each plan is customized to reflect your specific objectives.

Our analysts work with you to focus on the areas with the greatest potential impact on your business. You'll then use the Action Plan as a touchstone to measure progress against goals and course-correct if necessary.

Put your social marketing plan into action!

Call us at 1-866-592-5144 or email us at gml@gartner.com



Social Marketing: Build a social marketing roadmap



How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Reach new markets by building a social marketing roadmap that is seamlessly integrated into the current marketing plan	<ul style="list-style-type: none">Transform internal culture by proving the value of social marketing to the business, connecting social marketing to ROI outcomesCreate a clearly defined, long-term social marketing roadmapDefine policies and workflows supporting the success of social programs from planning through to executionDetermine the appropriate social media campaigns to build and maintain a strong brand image across multiple social channelsDetermine what should be measured, how to measure, what the results mean and what to do with the resultsCreate a feedback loop that continuously improves the social marketing program and other activities	<ul style="list-style-type: none">Use the Marketing Maturity Model to measure your organization's social capabilities as a basis for building your social marketing roadmapUse survey results to reveal to your organization the importance of social marketing, in terms of investment and perceived impact, to inform social decisionsProvide a framework for measuring social marketing ROILeverage how-to guides to plan and prioritize ad marketing for delivering tangible business results by establishing a correlation between social marketing activities and business outcomesHelp you more quickly focus your social marketing strategy and efforts with Toolkits and formulas rather than periodic experimentation with broad investmentsPartner with analysts to develop key data points that support the integration of social marketing into your current marketing planOffer emerging tools and technologies in our Cool Vendors reports that help social marketers design more effective engagement strategies and improve ROIDevelop a social marketing dashboard that will track your progress against program and business goalsProvide best practices in building social media campaigns across channelsDeliver guidance and support for marketers to identify, mitigate and manage the risks introduced by social interactions that threaten brand reputationContinuously collaborate to implement new best practices to maintain a leading social position in the industry

Social Marketing: Use social activities to drive social commerce



How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Increase sales revenue and efficiency by building a plan for our social marketing strategy to drive social commerce activities	<ul style="list-style-type: none">▪ Use research and data to learn about how customers use social media to research, browse, buy and engage with our brands throughout the path to purchase▪ Focus on social marketing activities that are relevant to our audience and their buying process▪ Understand the different attribution methods and choose a method that is best suited for our social marketing▪ Enlist cross-functional teams to design, test, track and measure an integrated social commerce experience▪ Leverage emerging platforms and providers to enable social commerce, as well as to achieve measurable and scalable results▪ Build a social marketing revenue attribution model to give social marketing credit for its role in generating revenue▪ Understand the data, what it means, and how it can be used to improve our social and cross-channel marketing	<ul style="list-style-type: none">▪ Complete the Marketing Maturity Assessment to decide where to focus the next technology and talent investments to have a greater impact on the business▪ Use research survey results to inform future social marketing and business decisions and understand the impact of social commerce revenue growth on your marketing organization▪ Develop a social commerce strategy using research, toolkits and frameworks as a step-by-step guide from pilot to implementation▪ Help you build your social marketing revenue attribution strategy by optimizing social marketing spend and activities to maximize revenue and measure the impact social marketing has on the path to purchase▪ Use Toolkits to help you assess the use of social media in your commerce experience, and help you modernize your social commerce strategy by better integrating social as a primary channel in aiding purchasing decisions▪ Share How-to guides that outline best practices in motivators behind social behavior that lead to social commerce▪ Provide real-life examples, lessons learned and reveal new techniques that work in utilizing social networks as a lucrative component of a digital commerce strategy; these cases help extend social marketing investments into concrete business outcomes▪ Partner with our analysts to understand the data you have that tells the story of how your customers are engaging with you online and through social media▪ Evaluate and select social platforms and providers▪ Continuously collaborate to implement new best practices in order to maintain a leading social position in the industry

Sample engagement plan for the first 90 days

