

Scope of Work for Social Motto

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Intro

As a boutique B2B social media marketing agency established in 2008, Social Motto brings a portfolio of experiences as well as clients. Social Motto caters to all kinds of businesses, majority in the Metro Detroit area, around the country, and the world. Their values play a significant role in the selection process of their client, a mutual understanding between Social Motto and the organization.

Unlike their competitors, Social Motto works with clients who reflect their values and then align their strategy to the goal of their clients. For clients seeking growth in their audiences, Social Motto's strategy of targeting decision makers on platforms like Facebook, X, Instagram, YouTube, TikTok, etc., can help significantly. A simple, but effective method for growth. Additionally, their agency offers a low-cost risk free alternative to manage their client's social media without having to pay for an in-house social media marketing team.

Positioning and Benefit Statement

Social Motto seeks to grow their clientele through their social media networks. Growing their client numbers will help them gain more recognition through the network of their already existing and new clients. They want to offer new and current clients reassuring services with their fresh and innovative ideas.

By partnering with Social Motto, clients gain a trusted team dedicated to boosting brand visibility, increasing audience engagement, improving SEO while giving measurable results and sharing knowledge to empower businesses and maximizing ROI.

Our strategic plan includes conducting investigative research on Social Motto's web site and socials. We plan to assess the current state of these platforms and the company's offerings, focusing specifically on LinkedIn. In addition, we believe there is value in conducting investigative research on a couple of Social Motto's current clients to determine any unique features that might help in messaging for prospective clients since they are selected with Social Motto's values and mission in mind. The goal is to find 2-3 clients that represent the targeted businesses that Kim described in different industries (medium to large corporations, local or global, etc.).

In addition, some external environment factors and public perception we need to consider is any company similar to Social Motto's. It's imperative that we research companies that are similar to Social Motto and analyze what they're doing differently from Social Motto, and take notes. I also think it's important to stay up-to-date on the latest news, as I think this is an important task, especially in the world of SEO and finding ways to integrate trending topics into Social Motto blog posts.

Strategic Direction

Social Motto's current goal to boost their client numbers can be best supported through proactive strategies. Moving forward, I think that action strategies are sure to allow us to fully understand current Social Motto data and improve for the future. The real nitty gritty of the work we'll be doing with Social Motto is examining its current standing- organizational performance, which will examine the overall *quality* of the services provided by Social Motto. This will also examine the causes and ideals. I think it's important to analyze organizational performance to determine what Social Motto is currently doing and whether or not that's working.

Another action strategy I intend on employing is audience engagement. One of the most important elements for me that I'd like to focus on with Social Motto within audience engagement is the communication between Social Motto and their audience. We've spent the last couple weeks discussing their online presence, but I think that further examining their audience interactions will help us craft a plan to address their goal and objectives. The key to having a strong connection with their audience will be two-way communication, Social Motto communicating to their audience, and their responses to Social Motto, while not always verbal, but prominent in the social media analytics and data observation. Basing their posts on their values and shared values with the public will really help Social Motto attract their ideal audience. I also really love the idea of focusing on organization collaborations, whether that's through events or sponsorships, I think Social Motto could really gain exposure this way as well!

Similarly and on that note, I think Social Motto could benefit from a little strategic philanthropy, an opportunity for them to gain brand exposure AND new clients, as well as network with other organizations. Public relations is very much relationship oriented, it's about who know who, and strategic and intentional philanthropy is an excellent way to gain supporters and help the community. As a company whose office is in the heart of Detroit, exploring some nearby opportunities (maybe even pro-bono) to get familiarized with the neighborhood would be beneficial to Social Motto.

These approaches and strategies will help launch Social Motto into the community that surrounds it. For many years it was a strictly online business, and I think that the fact that they are now a brick and mortar organization should encourage them to seek doing more in person networking and exposure, and what better than the start where their organization is based.

Message Strategy

The best way for us to move forward with Social Motto is to address our communication process. This will include finding any information regarding Social Motto that we could use to our advantage, to include current content and channels of communication (Silverman & Smith, pg. 207). Secondly, we must think of strategies for persuasion. This will be the most important and crucial aspect in determining who and what the message will consist of. Lastly, dialogue will encourage clients and Social Motto to create “mutual understanding in a symmetric relationship” (Silverman & Smith, pg. 208).

One of the main ways we can best cover and relay Social Motto’s message is selecting a strong spokesperson. When selecting a spokesperson, it’s important to find someone who represents Social Motto, authentically and genuinely. After reading some of the ideas suggested by my classmates during this past week’s discussion board, I think that using some of Social Motto’s team members as spokespersons is an excellent idea to help give a behind-the-scenes view to their public. As Brenna said in the discussion board “highlighting the team behind Social Motto can humanize the company and give behind-the-scenes look at the expertise that drives the business”. This strategy and type of spokesperson will stand in place of an emotional appeal, since it will humanize the company, and make them approachable. In addition, a logos appeal with a factual proposition will help to establish Social Motto and show growth and success through the work of their other customers. I think one way to see our message through is conducting “behind-the-scenes” interviews with Social Motto employs and what a day to day looks like, and having the opportunity to share a special/unique moment with a (well-known) client. This plan will show their current and prospective clients their years of experience and success.

Tactics

Taking into consideration the research we've gathered so far regarding Social Motto, designating tactics to use to help Social Motto achieve its goal becomes an easier task. One of the many things we were able to determine from our research was that Social Motto needs to grow and expand its owned social media networks. In my discussion board for this week I suggested using the PESO model, which in short is a model that sorts paid media from earned media, shared media, and owned media.

We've determined that Social Motto already has most, if not all of the social media platforms, and our accessibility to these platforms (especially seeing as they're free and at our disposal) means we'd be using the owned media strategy. There are many benefits for using owned media such as being a cost efficient solution. In addition to its cost efficiency, it is a familiar tool. Most of these social media platforms, being as they are popular and most used, means that many people have resources on how to best use all of the tools included in our membership to these platforms. Again, using these tools at our disposal for absolutely no additional charge. We could make the most out of our owned Social Motto media.

Using the digital media category in the form of a digital newsletter that is sent to current and former clients. The idea of this newsletter is to help keep all of the clients in touch with each other (a method of free marketing) and to also stay in the loop regarding special Social Motto events. The newsletter could highlight new clients and even partnerships that Social Motto comes into possession with to help boost their clients marketing needs, etc.

Similarly, I've seen many boutique marketing agencies adopt boutique techniques, such as the "day in my life" vlogs, where members of the team record their day to day activities. This gives former, current, and future clients a feel for the team and company values/standards. This would

be particularly beneficial for Social Motto as they are a small agency, and could use some growth. I also noticed that while there's many pictures of Kim (rightfully so, seeing as she's CEO), there aren't many of her team. This could also allow clients the opportunity to request to work with a specific member they might identify more with. Giving clients the option to "customize" their marketing plans with Social Motto will give them a unique edge from the rest of the marketing agencies.

An "exclusive group" approach when selecting new clients could help hold Social Motto true to finding clients that share their values, playing into this during the "exclusive" client selection could give their clients that small, homey, unique business boutique feel. This also offers a unique edge to Social Motto, like the idea of customizing marketing plans for clients by allowing them to choose who to work with.

By using tactics that not only stand behind Social Motto's values but show uniqueness of their brand and approach, I firmly believe that we can help them achieve their goal of growing their clients and networks.

Timeline and Digital Examples

With the information I've gathered through the past steps I'm ready to create a timeline that is realistic (hopefully) and successful in achieving a couple goals for Social Motto. I'd like to focus on two goals specifically during this discussion of my timeline, improving online presence and growing their clientele. This process should take no more than a month, maybe a month and a half. I'm looking at a timeline spanning from beginning April to the end of August for the entirety of this project to take full speed, and hopefully start seeing some growth in numbers!

Let's dive into the first goal, growing Social Motto's online presence, and what I mean by this is their social media presence, specifically focusing on the two platforms, LinkedIn and Instagram. With this goal in mind we can start to discuss a course of action. LinkedIn, in my opinion, the one we should really focus our efforts on, as the Social Motto business is linked with Kim's personal profile. I'd like to explore the idea of creating Social Motto's own business account/profile. This would free up some of Kim's personal account for her personal achievements, and give the Social Motto business, the business name and page on its own. This will show the public that Social Motto is a professional, free standing business, not a side job or hobby created for fun. It's a serious business, therefore, deserving a serious set up (on all accounts). From here, I'd like to invest some money, no more than \$100-\$200 on B2B advertisements, just to start drawing clients in.

While working on LinkedIn, I'd like to start thinking about some newsletter ideas. As I've mentioned in my posts and previous assignments, the idea of this newsletter is to help keep all of the clients (current and former) in touch with each other (a method of free marketing) and to also stay in the loop regarding any Social Motto news. I'd like to see the newsletter include a note from Kim, even a quarterly report on the success of the company, to include new acquisitions, social media growth, and a short, but quick run of finances. I think it's important that Kim establishes a relationship with current and former clients that keeps giving. Keeping her clients in the know will show them trust from Social Motto that their company is in good hands (or even push former organizations to return to Social Motto in lieu of their success). In addition to Kim's note, each chair or position could have their own "corner" where they give updates about their department, any social media trends, etc. The newsletter could also highlight new clients and even partnerships that Social Motto comes into possession with to help boost their

clients marketing needs, etc. Lastly, an important date section with collaborations or opportunities to “meet the team” could help grow in person presence at their newly acquired office space.

As we start to gain strength in increased LinkedIn followers on our new Social Motto business page, potential clients will show interest, and here is where we need to consider having those in person/virtual events to “meet the team”. This will be critical to showing Social Motto’s brand and face. While there are many pictures of Kim (rightfully so, seeing as she’s CEO), there aren’t many of her team. Posting photos of her team could also allow clients the opportunity to request to work with a specific member they might identify more with. Giving clients the option to “customize” their marketing plans with Social Motto will give them a unique edge from the rest of the marketing agencies. Additionally, I would recommend even having online seminars, that clients could register to (for a registration fee) to learn more about growing your business. Recording small segments of these online seminars would make great content for “teasers” on Instagram or LinkedIn.

Instagram could take a couple months to start running. I think that most of the time spent here will be recording and creating content, but with an optimistic timeline of 2-3 months. Capturing Social Motto’s approachable, friendly, humanizing side will be key to the content creation process. I’d like to focus on “day in the life” vlogs. As I mentioned in a previous post or assignment, and to be quite frank, blogs are dead. I loved a good blog as much as the last person, however, the public has shifted from a more relaxed environment, untethered by time, to living on the clock, minute to minute. Quick 1 minute videos, or “reels” as Instagram calls them, could give clients the opportunity to get a quick glimpse of who Social Motto is **behind the screen**. Using this time to give clients a behind the scene look as well as showing them the benefits of a

boutique agency will work to our benefit. Many agencies work with too many clients, lacking social media coverage and authenticity. Social Motto brings that difference to the table and has a unique advantage, let's lean more into that!

Lastly, if all of these suggestions are put in place, and followed up with daily, I'd expect to see double, if not triple the number of current followers on platforms. In turn, I'd anticipate a 30-40% growth in clients. While these numbers may be way off, and more optimistic than anything, the idea remains the same, and I too, confident that putting in place these tactics could help Social Motto achieve their main goal, while achieving more along the way.

Conclusion and Evaluating Social Motto's Success

After conducting research and planning for the implementation of various proactive and reactive strategies, we can begin to evaluate success. Success could begin to be evaluated during and after the campaign. In evaluating the success there will be a couple things we'll keep our eyes and ears geared towards; evaluation of outputs, awareness objectives, acceptance objectives, action objectives, audience, timeline, and overall campaign checklist. Each of these evaluation categories will allow us to look into everything we've invested into Social Motto and show growth.

It's also important to note that success can be measured in a number of different ways, including judgemental assessment, interviews, focus groups, surveys, content analysis, readership study, and media tracking. For Social Motto, I intend on focusing the evaluation of success through readership study and media tracking. Seeing as our goal for Social Motto is to grow in clients and online presence, it only seems fit we focus on evaluating through the readership and media tracking strategies.

Additionally, we hope that what follows our plan of growth will be continuous growth for Social Motto. In this, we can also use the interviewing strategy for evaluating success. Through interviews of clients sharing their satisfaction with Social Motto, we can also use those interviews to not only demonstrate growth but also as material to publish or use in a client portfolio as marketing material. It is our hope that through our work with Social Motto, our evaluation of success will show a snapshot of their growth in clients and online presence for years to come.