

Social Business Marketing Assessment

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Checklist and Outline for Assessment Report

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I. SUMMARY

Before creating a social business strategy and plan, it is critical to have a comprehensive analysis and assessment of the current social media business environment.

This includes an assessment of how your business is perceived, how your customers are involved in social media and what your competition is doing in social media.

Our methodology includes examining all facets of web sites, bogs, online communities and social media platform pages.

We also leverage social media measuring tools for assessing facets such as “sentiment”, how your brand is perceived and likes and dislikes in the social media environment.

The result is a comprehensive report on the social media presence of your brand, your customers, your partners and your competitors. This provides the background information necessary for moving ahead with a social media strategy and plan.



II. FOUR QUADRANT ANALYSIS

Our methodology follows the Four Quadrant Model of the Social Media Academy that includes assessing the four different participants in your business, your brand, your customers, your partners and your competition.

- Customer Landscape – all about our customers and Prospects
- Brand – Our company, our teams, our brand
- Partners – Our alliances, partners, resellers
- Competitors – Our competitors, their partners and their customers



III. WEB SITE AND BLOG ASSESSMENT SEO & web page and Blog assessment

Many clients have an incomplete or deficient web site and blog presence. Because they complement and link to social media platforms an assessment of these is important.

Some of the elements include:

- SEO & Metadata, wonderwheel
- Traffic analysis
- Hubspot score, or Sharp score
- Design
- Links, inbound, outbound
- Domain name, security
- MOZ core
- Blog



IV. SOCIAL MEDIA PLATFORMS

There are numerous social media platforms. We examine the major ones and also others that may be particular to a business.

Facebook

- Links, Logo
- Fans
- Wall, pages
- Discussions
- Events
- Links to auto updates, blog, etc. Twitter

LinkedIn

- Page layout
- Followers
- Groups
- Membership of other groups

Twitter

- Page
- Followers
- Lists
- Following
- Apps
- Klout



VI MEASUREMENT AND SENTIMENT ASSESSMENT

A key management function is the measuring and tracking of key variables that represent the effectiveness and growth of your social media presence.

Many tools exist for measuring sentiment and other aspects of your social media presence
Some of these tools include:

- Traffic Analysis Tools , e.g. Google Analytics, Quantcast
- Sentiment analysis, e.g. Likes, dislikes in blog mentions
- Radian6, Alterian SM4
- Engage121
- Hubspot
- ECairn



VI. CONTENT MARKETING ASSESSMENT

As the social media space becomes ever more crowded, it is essential to differentiate your presence by leveraging content about your product and business. Your products and services are the reason you have customers in the first place and content containing valuable information about this will become the most important ingredient in your web and social media services.

Some of the aspects of content marketing and assessment include:

- Sources internal, external
- Formats
- Indexing, taxonomies
- Search
- Relevance, subjects
- Updates
- Four quadrant assessment methodology
- Social Media Assessment Checklist



VII. ASSESSMENT REPORT FORMAT

- Executive Introduction
- The Company's social media landscape
 - Identifying customers, prospects, market layer
 - Identifying Places and space
 - Identifying issues and sentiment
 - Factual analysis (explanations and screenshots)
- The brand representation
 - ID brand presence (brand, product, teams, leadership)
 - ID brand sentiment (reflection from the market)
 - Factual analysis (explanations and screenshots)
- The partner landscape
 - ID contributor, influencer, experts
 - ID the places and spaces, geographic differences
 - ID main topics
 - Factual analysis
- The competition
 - ID vocal contributor, influencer, (brand, customer, partners)
 - ID places and spaces
 - ID issues and sentiment
 - Factual analysis
- Summary



VII. RECOMMENDED ACTION ITEMS

Although the main purpose of the Assessment Report is to provide a foundation for Social Media Strategy and Planning, in some cases we will point out obvious steps that need to be taken for improving existing services.

An example would be to improve the SEO (search engine optimization) of your web site through adding meta data and tracking analytics to your web site.

The main step following the Assessment report is to form a team and conduct a social media strategy.



About the Author

Geoff Sharp



Certified social media and content strategist. Geoff Sharp co-founded successful Internet search companies including Transium, acquired by Alta Vista, and Dialog, acquired by Knight-Ridder. He is a certified social media strategist and has developed effective social media programs for clients in the publishing, information technologies and hotel industries. Geoff has extensive experience in the information industry, product development and business development. He negotiated hundreds of database and partner licenses with major publishing firms including McGraw-Hill and Dun & Bradstreet. He also negotiated and managed large strategic investments for Knight-Ridder in Internet companies and served on the Boards of PLS, Individual, and RDS. Geoff has an M.A. in Mathematics from California State University at San Jose, and completed executive leadership programs at Lockheed, Knight-Ridder and Stanford University.

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