

Is Your Company Set Up For Social Media?

Social media marketing is a recent component of organizations' [integrated marketing communications](#) plans.

Having an integrated marketing and communications plan helps to ensure all your marketing efforts are sprinkled throughout your marketing efforts, and align with your goals.

Take five minutes to complete the checklist below to make sure you've covered all the initial basics before getting started with social media marketing in your business.

The more items you check, the better prepared you are. Download the checklist to keep handy as you create your social media plan.

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Take five minutes to complete the checklist below to make sure you've covered all the initial basics before getting started with social media marketing in your business.

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- My company has clear goals for social marketing?**
Be specific and keep the objectives in mind when developing initiatives for your company. It's important to understand the company's brand, its marketing methodology, and how the staff will execute the initiatives to meet goals and to measure metrics.
- We have the human resources to commit to social marketing.**
Before you begin, know this is a commitment, something that has to be managed, executed, tracked, and measured. It's about real-time response in some instances, and requires frequent if not constant updates.
- We produce quality content that will sustain our social conversations.**
Content is what the social media platforms are all about. Review the content you may have. Identify what you can use in the "now" and what may become re-purposed content that may be used over and over. Put a plan in place to produce content, like blogs, videos, checklist, how-to's, graphics, and more.
- We know which social media sites are popular with our target market.**
You must know this before you begin or you'll be wasting precious time, energy, and resources trying to figure it out. Spend the time up front to identify the social platforms where your "people" spend time.
- Our website is prepared for social and mobile interaction.**
Make sure your website is ready for the social media attention it will soon get. Consider the experience of using social media to only land on a site that forces me to search for the content I seek. Users will not appreciate that.
- We are ready to leverage social media marketing in our buying process.**
Social media is not just about the top of the sales funnel. It may be incorporated into all levels, right down to the sale.
- We are committed to using social media in our marketing efforts.** No matter what type of campaign you may be running, be sure to include social sharing and encourage relationship building.

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Keep in Mind

If you're getting started with social media in your business, work with a qualified social media marketing professional to help you develop the right plan to reach your target audience and to help you meet your business goals.