

"Y FILE One Page Social Loyalty Strategic Plan from ELIFY"

Purpose

Vision

Mission

Website:
 Blogsite:
 Facebook Page:
 Twitter Account:
 YouTube Channel:
 LinkedIN Profile:
 Buzz Monitoring:

Know your Why?	Find your Online Sand and Listen to the Conversation				Invest in your Image	Engage with Purpose	Quarter:	1st		
Values Your Business Filters	Online Sand Where is the conversation?	Listen to the Conversation What are the needs, topics and key words being discussed where you add value?			Value Promise One that you will keep.	Time, Talent, and Treasure It takes all three to create Social Loyalty.	Priority 1: Owner			
1 _____	Customer A	What Needs?	Hot Topics?	Key Words?	-----	Time your hours	Action Items	Wins/Vital Factors:	By When?	
2 _____						Daily	1		Owner:	
3 _____						Weeily	2		Owner:	
4 _____	Customer B	-----	-----	-----	-----	Monthly	3		Owner:	
5 _____						Talent your staff	4		Owner:	
Share Value Stories	Customer C	-----	-----	-----	-----	Designers Yes [] No []	5		Owner:	
Loyalty Ideal Customer Behavior						Copywriters Yes [] No []	Priority 2: Owner			
A _____	Influencers	-----	-----	-----	-----	Videographers Yes [] No []	Action Items	Wins/Vital Factors:	By When?	
B _____						Microbloggers Yes [] No []	1		Owner:	
C _____						Social Networking Yes [] No []	2		Owner:	
Incentives and Rewards	Competitors	Value Promises?	Any Authority?	Their Niches?	-----	Treasure your budget	3		Owner:	
1 _____						Investment	4		Owner:	
2 _____						Setup \$	5		Owner:	
3 _____						Monthly \$	Priority 3: Owner			
4 _____						Application \$	Action Items	Wins/Vital Factors:	By When?	
						Advertising \$	1		Owner:	
						Sales	2		Owner:	
						\$Rev/Unit Sold \$	3		Owner:	
						\$Value/Lead \$	4		Owner:	
						\$/Month Target \$	5		Owner:	
						Metrics/Drivers	Priority 4: Owner			
						Twitter Followers	Action Items	Wins/Vital Factors:	By When?	
						Facebook Fans	1		Owner:	
						Blog Comments	2		Owner:	
						YouTube View	3		Owner:	
						App Traffic	4		Owner:	
						Email Traffic	5		Owner:	
						Mkt Assets	Priority 5: Owner			
						Logo/Images Yes [] No []	Action Items	Wins/Vital Factors:	By When?	
						Design Guidelines Yes [] No []	1		Owner:	
						Videos Yes [] No []	2		Owner:	
						Copy Yes [] No []	3		Owner:	
						Email Database Yes [] No []	4		Owner:	
							5		Owner:	
Describe each Sandbox and Why you play?	Value Considerations when using Social Media						ROI Metrics:			
A _____	Is the value you offer unique or different from your competitors? Yes [] No []						ROI \$'s			
B _____	Is your value meaningful to those who matter?. Yes [] No []						ROI %:			
C _____	Are your profiles,images, and bios all in alignment with your value promise? Yes [] No []									
	Is your actual product/service offering authentic as promised?. Yes [] No []									
	Is your service delivery in alignment with your promise?. Yes [] No []									
	Are all your other marketing efforts in alignment with your value promise? Yes [] No []									
	Are you authentic, transparent, and consistent in your value promise? Yes [] No []									