

# Online Strategy

*The online marketing of a company, is as unique as the company itself – it can also be seen difficult to get started. There are however easy guidelines how to get started and improve overtime – define the strategy, plan, execute, follow-up and improve.*

Online strategy in this summary is about how to create and execute a marketing strategy using different online channels.

The minimum required is the following:

1. **Online strategy document** - A document describing the current overall strategy chosen for marketing online.
2. **Online plan** - A document listing all the future events online.
3. **Resources** – staff (and other resources) needed to execute the strategy according to the plan.

Plan and allocate resources before starting. In order to improve, predefined metrics are to be followed-up and the strategy to be revised continuously.

## Online Strategy Document

Online Strategy Document is a document describing the current overall strategy chosen for marketing online. The strategy should be revised on an agreed intervals (e.g. every quarter).

As a minimum the strategy should consist of the following:

### 1. Overall Strategy

Definition of what you want to accomplish and how:

- Target audience
- Objectives
- Channels to use
- Tone of voice and how to interact

*Tips! Be inspired by competitors.*

### 2. Metrics and Goals

Measurements chosen.

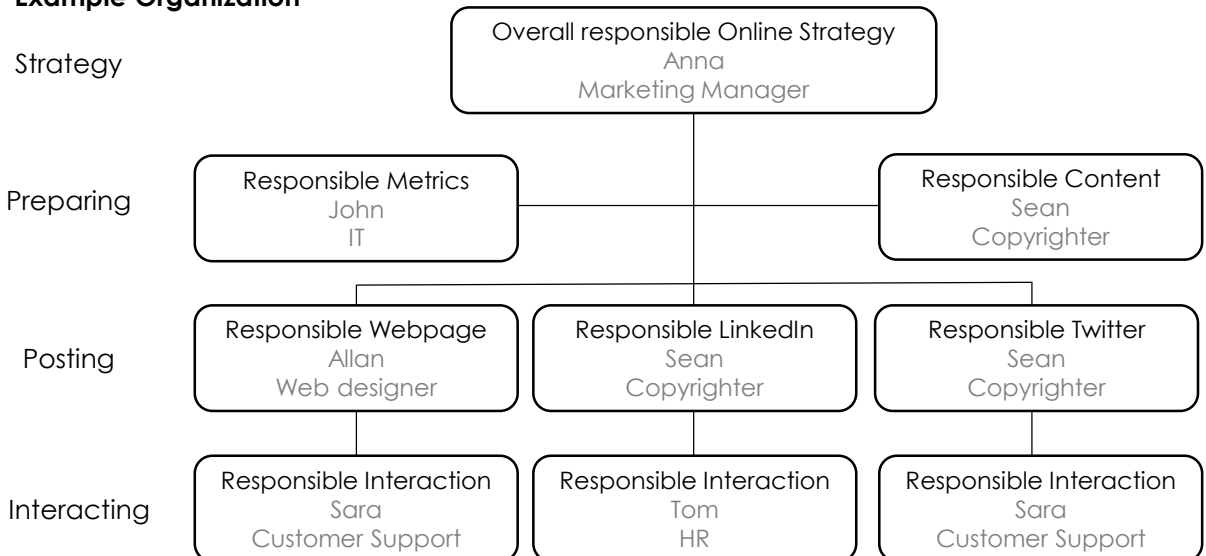
*Tips! Set realistic goals, and revise the strategy to improve.*

### 3. Organization and Roles

Defined roles and responsibilities.

*Tips! Delegate work as much as possible but don't jeopardizing the tone of voice.*

#### Example Organization



It's also recommended to include summaries of the research completed to set the strategy, such as:

- Online channel summary (example follows)
- Update strategy per channel (example follows)
- Online competitor analysis



### Online channels summary

As a minimum a "normal" company should have a company website (to share information about the company to stakeholders) and a LinkedIn page (to spread awareness to customers and future recruits). Dependent of the company's business they should consider other online channels as well. There are many channels, such as Facebook, Twitter, YouTube and Instagram. The more channels used the more engagement (and resources needed).

Below are example of the most common ones:

Channel	Description	Million users
Corporate website	A company's own website.	N/A
Campaign website	A complementary website to a company's own website, intended for a certain purpose.	N/A
LinkedIn	A platform where business people can connect and build relationships. Started out as a portal for recruitments.	550
Facebook	The worlds largest platform where people can connect and build relationships.	2200
Twitter	A platform for sharing short text messages quickly to a large number of people.	330
YouTube	A platform sharing videos.	1500
Instagram	A platform used to share pictures and videos, both publicly and privately.	800
Snapchat	An instant messaging application for smartphones where the messages are automatically removed after being viewed.	300
Pinterest	A platform used to share pictures and videos enabeling users to find information on www.	200
Google+	Googles own social media platform, that is compatible with Googles other products, including YouTube.	100
WhatsApp	An instant messaging application for smartphones where the messages are encryptped.	700
Reddit	A platform for discussions and web content rating.	330
Tumblr	A micro-blogging and social networking platform.	390
Periscope	A live video streaming application.	10

### Update strategy per channel

As the different channels are used in different ways it's important to know and set up a update strategy per channel.

Below are some examples of recommendations per channels after a review of the stereotype of users and in what way they use the channels.

Channel	Recommendation on updates
Corporate website	No maximum limit on updates, but assure that the content is not obsolete or old (nothing worse than a latest news item that is older than a month).
LinkedIn	Max 1 post per day. Make the post in the early morning. If only weekly updates possible post Tues-Turs during "commuting-home-time".
Facebook	Max 1 posts per day; not to spam the users flow. Make one post in the afternoon. If only weekly updates possible post on a Friday (and have a "happy" content).
Twitter	Most tweets are retweeted within an hour after it has been posted. A high frequency is recommended, e.g. 1 post per hour during the day. If only weekly updates possible post Wednesday afternoon during "commuting-home-time".
YouTube	No maximum limit on updates, but assure that the content is not obsolete.
Instagram	Max 2 posts per day; not to spam the users flow. Make one post early morning and one after lunch. If only weekly updates possible post Monday or Thursday in the morning.
Pinterest	Max 30 posts per day. Spread the post during the day. If only weekly updates possible make the post Saturday afternoon.
Google+	Max 2 posts per day; not to spam the users flow. Make one post early morning and one after lunch. If only weekly updates possible make the post Wednesday morning.

## Online Metrics

There are loads of ways of measuring online marketing performance. Most channels have analytic tools assisting in this in the most suitable way.

Channel	Example of metrics
Corporate website	<ul style="list-style-type: none"> <li>• Visits - average daily visits.</li> <li>• Sources for incoming traffic – where do the users come from.</li> <li>• Interactions – pages visited per session.</li> <li>• Bounce rate – new visitors “leave-frequency”.</li> <li>• Duration – average session duration.</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>• Impressions – number of times your post have been shown.</li> <li>• Clicks – number of clicks on your content.</li> <li>• Interactions – number of likes, comments and shares of your updates.</li> <li>• Engagement – number of interactions divided by impressions.</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>• Page Likes – number of people who like your Facebook page.</li> <li>• Post reach – number of people seen your posts.</li> <li>• Engagement – number of people reacted to your posts.</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>• Tweet impressions – number of people seen your posts.</li> <li>• Mentions – times mentioned by others.</li> <li>• Followers – number of followers.</li> <li>• Retweets – number of time your tweets have been retweeted by others.</li> <li>• Replies – number of replies to your tweets.</li> </ul>
YouTube	<ul style="list-style-type: none"> <li>• Views – number of views of your content.</li> <li>• Watch Time – estimated total minutes spent viewing.</li> <li>• Comments and likes – user feedback.</li> </ul>
Instagram	<ul style="list-style-type: none"> <li>• Impressions – number of times your post have been seen.</li> <li>• Reach – number of unique accounts that have seen your post.</li> <li>• Engagement – number of likes and comments on your posts.</li> </ul>

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