

[PRODUCT] POST analysis



What is it?

The POST method was created by Forrester research analysts and detailed in their groundbreaking work “Groundswell.” It is a process that results in a social media marketing strategy that is designed to meet a client’s specific objectives and audience. We believe Forrester’s POST approach is superior to any other in use for identifying social media strategy and this is why we employ it.

Why the POST method?

Too often we see clients running toward the technology and asking us what the Next Big Thing is. Wherever big audiences are congregated, businesses will want to reach them. This is just as true for social media as for other types of media. We believe that building a strategy that meets your objectives and reaches your target demographic will be the most effective and efficient use of your marketing budget and, perhaps even more valuable, your time. We don’t throw spaghetti at the walls around here.

The process

People – We start by identifying a client’s target audience and demographics. From there, we analyze the social technographics profile for that audience. The social technographics profile tells us where that audience lives online, and how and where they are best reached.

Objective – We work with the client to identify objectives for marketing with social media. It can be tapped for five core objectives: Listening (research), Talking (marketing), Support (support), Energizing (increasing sales), and Embracing (product development). Without identifying objectives, marketing lacks focus.

Strategy – This is where we marry the information we have about the target audience and the client’s objective. Knowing what we know about the audience and their online habits and habitats combined with the client’s objective in reaching them, we can find the best method of reaching them. This is where we identify the types of platforms we want to use, e.g. social networks, RSS, video, podcast, etc.

Technology – Now that we have a strategy, we identify the special technology and tools that fit a client’s need. The difference between a fad and a tool is whether or not there is a strategy for using that technology in a strategic fashion to meet well-defined marketing objectives.

What the client receives

Analysis Consultation – It’s important that we understand your target audience, your objectives, and your business. We will spend time discussing your needs, concerns and wants for your social media strategy, as well as your brand at large.

POST analysis document – Our clients receive a report with our findings from process outlined above. We outline your target audience, what we found in the subsequent social technographics profile, the objectives identified along with information obtained in the consulting portion, the detailed strategy we’ve identified, and the tools we’ve identified as best for achieving this strategy.

Implementation document – Based on the strategy and technologies we’ve identified, we outline a highly detailed implementation strategy. This document will include our suggestions for frequency of use, descriptions of content types, and applications to employ for efficient posting.

Findings Consultation – We go over our report with you and explain our results. We also go over the implementation suggestions and address any concerns regarding implementation, training and results tracking. (Training and results tracking are separate products. Ask us for more information regarding these services.)

Cost

\$795 includes the analysis consultation, POST analysis and document, implementation suggestions and document, and findings consultation.