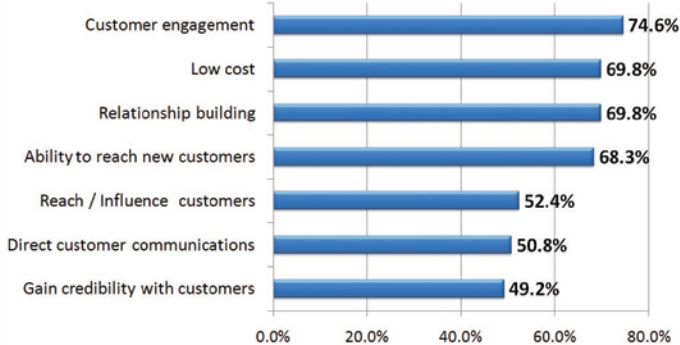




# WSI SOCIAL MEDIA STRATEGY KIT

## *A Beginner's Guide to Launching a Social Media Strategy for Your Company*

**Benefits of Social Media Marketing, According to Companies Worldwide (% of Respondents)**



Source: WSI Social Media Readiness Research Study, January 2010

### DID YOU KNOW?

Customer engagement is the #1 benefit of social media marketing, according to companies worldwide. The second most popular benefit is its low cost nature.

### Executive Summary:

In today's world full of new media and digital communication technologies, companies of all sizes and industries have a huge opportunity to expand the reach of their messages using social media. Social media has the potential to attract and hold the attention of a vast demographic of people, especially those who have grown numb to traditional media.

Social media offers several other benefits to companies such as an affordable marketing channel, the ability to spread messages with a click of a button, the opportunity to enhance brand reputation, build credibility, increase website traffic and engage customers.

Though the majority of companies are aware of the benefits associated with social media, many have not established a social media strategy. Why? It could be due to limited resources or simply because they do not know where to begin.

To help your company get started with social media, WSI has created this Social Media Strategy Kit, which contains best practices, checklists, templates, tools and resources so your company can:

- Educate yourself and your staff on social media
- Ensure social media policies and guidelines are established
- Ensure your brand is protected and consistent
- Create a social presence and community
- Utilize social media in your PR endeavours
- Measure your social activities
- Monitor your online brand reputation
- Establish a digital crisis management strategy

It's vital that your company stay up-to-speed with today's evolving digital media technologies. This way, you can monitor what customers are saying about your brand online, but more importantly, leverage these new media tools to create and foster positive conversations around your brand.

### KEY TOPICS:

- Where to begin with social media
- Social media policy (*template available*)
- General social media guidelines
- Choosing the right social portal for your industry
- Deep dive into the top 5 social portals (*Blogs, Facebook, YouTube, Twitter, LinkedIn*)
- Social media do's and don'ts
- Social media and public relations
- Measuring social: key performance indicators
- Brand monitoring (*free tools available*)
- Social damage control
- Much more!



Request for your copy of this 60+ page Social Media Strategy Kit!

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