

## 8. INTEGRATION

- We use paid media judiciously to spark awareness of our social marketing efforts.
- We are integrating social marketing with our broader marketing programs.
- Social marketing is an important part of our overall marketing mix and overall marketing strategy.

## 9. COMMITMENT

- We are investing as much effort into the distribution and promotion strategy of our viral campaigns as we are into the creative execution.
- We do not repurpose creative and messaging from other channels, but rather adapt or create specifically for social spaces.
- Our social marketing efforts are defined by long-term programs, not one-off campaigns.
- Our social programs are well funded.
- The value of social marketing is well understood and valued throughout the organization.

Adapted from We Have Sinned by David Berkowitz, September 29, 2009, MediaPost [bit.ly/CPApc](http://bit.ly/CPApc)

**Espresso** is a brand infiltration™ agency that takes a progressive approach to integrated marketing. Blending strategy, creative, and tactics, Espresso takes action in digital, experiential, and traditional infiltration channels, designing consumer-lucrative strategies focused more on sharp shooting than mass blasts of fire. With over a decade of experience and offices in Toronto and Boston, Espresso's team of Infiltrators have designed, executed and measured award-winning campaigns since 1995.

**For more information, please contact:**

**Marta Kagan, Managing Director, US**

**E: [marta@brandinfiltration.com](mailto:marta@brandinfiltration.com)**

**T: 617.771.8362 W: [brandinfiltration.com](http://brandinfiltration.com)**

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# Social Marketing Health Check



Is your social marketing strategy up to snuff?

Take this quick quiz to identify strengths and weaknesses!

**Instructions: Check each box that applies to your company a majority of the time.**

### **1. LISTENING**

- We actively monitor conversations that are happening about or related to our brand/product/industry across social channels.
- We are genuinely listening and responding to what our customers are saying about us—not just eavesdropping on them.
- Our social marketing efforts are based on a deep understanding of our target audience’s interests and activities—not just a “best guess.”
- When we receive consumer criticism via social channels, we engage with them to better understand the issue and ensure other consumers won’t have such problems in the future.

### **2. PARTICIPATION**

- We are actively participating in conversations related to our brand/product/industry across social channels.
- We engage with our consumers on multiple channels—not just the one or two we use ourselves.

### **3. TRANSPARENCY**

- We are transparent with our identities and our intentions when participating in social channels on behalf of the company.
- Our company policy regarding the use of social media is clear and transparent to both internal and external parties.

### **4. ENGAGEMENT**

- Our social programs are designed to connect with real fans and sustain communication with them—not bribe random consumers to be our “friends”.
- Our social marketing programs provide genuine value to the target audience.

- The content that we create is genuinely share-worthy.
- We have a solid understanding of what motivates our target audience to share content.

### **5. OPTIMIZATION**

- We have made it ridiculously easy to share our content.
- We have optimized content so that when fans share it, it has maximum amplification potential.
- We continually evaluate and refine our social marketing programs based on quantifiable results and qualitative feedback from our audience.

### **6. TEAM**

- Our social marketing efforts are led by experienced, strategic thinkers.
- We trust our social marketing efforts to professionals; not interns, lawyers, consultants or others who are not in the best position to be the faces and voices of our brands.
- There is no debate over who “owns” social media in our organization.

### **7. MEASUREMENT**

- Our social marketing efforts are tied to distinct, measurable business objectives.
- We are actively measuring the impact of our social marketing efforts.
- We are able to quantify the impact of our social marketing efforts, not just in terms of impressions, clicks, fans, or followers, but in terms of actual ROI.

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