

theKbuzz Social Ideation™ Process: What to Expect at your Social Ideation



The Social Ideation Process helps marketers answer the question of when, how, and why to enter the social space. Through a series of questions over two meetings, theKbuzz™ helps marketers achieve their overarching goals using brand engagement through social media. Questions will begin as a broad overview of a brand, and get more focused on tactical preparations for getting social as we go along. The following categories will be discussed during your first of two intake sessions:

Your Brand, Your Target, and How They Interact With One Another:

We come into your Social Ideation prepared with background information about your brand, your target, and your messaging. But with Social Media, you have the ability to target your audience in ways that are deeper than any prior method. In this area, we'll be creating an image of your ideal target audience, and what else they're doing besides

interacting with your brand. We'll also cover the overarching goals of your brand—looking at your immediate goals, your goals for one year from now, and your vision for well beyond that timeframe.

What you should be prepared with: An in-depth understanding of your target audience and their behavior outside of your brand (Or, alternatively, a good enough idea of who your target is so that we might research their lifestyle trends). An understanding of goals for your brand *beyond* your goals within social media. (This includes financial goals, customer segment goals, product launch goals, etc.)

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What we'll come out of it with: An ability to hypertarget your target audience using social media, and an understanding of your overall goals—with some initial thoughts on how you might meet them through the use of social media.

Your Marketing Mix—Marketing, Advertising and Public Relations:

When we have our first Social Ideation meeting, we'll have seen your existing creative—but we won't know your breakdown of media, what's worked and what hasn't, and how you handle crisis communications currently. It's here that we'll also be telling you about some of the social media chatter out there about your brand, or similar brands within your industry

What you should be prepared with: We'll want to know what you spent on marketing in the past year, and how you spent it. We'll want to know what you felt was the best spend, and what you felt was the worst spend, and why. We'll want to know about the brand's "perception", and what you do to raise the profile of the brand. We'll want to know how you handle a negative article, or a loud unhappy customer.

What we'll come out of it with: A thorough understanding of your marketing budget and rationale for the spend. An understanding of how you measure media, and your PR strategy.

Web Presence and Social Media:

If you're on any social spaces—either from your own doing, or from your customers, we will already know about it at this meeting. But we want to know more. Have you tried anything in social? Are you using an email list? What is your blog strategy when someone writes about your brand? These are the types of questions that will be discussed here.

What you should be prepared with: We'll want to know about your CRM strategy with email lists. We'll want specifics on how "social" we can make your website—and we'll discuss things that are currently "shareable" on the site. We want to know what monitoring software you use, if any, and who currently monitors the web for conversation around your brand. We want to know the vision of C level employees of your company as it pertains to the web.

What we'll come out of it with: Where you currently are in the social space, and just how far we can go.

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Corporate Culture and Product Voice

Your brand has a voice, and that voice should be the voice that shines through in your social interactions. Through a real examining of your corporate culture, we'll determine how we should approach social in general. Is the CEO the voice of your organization—bringing thought leadership and direction (think Tony Hsieh from Zappo's)? Or is your voice the voices of your consumers that use your brand—do you want your social voice to be the same as theirs?

What you should be prepared with: A historical on large “initiatives” from the company—areas of innovation. What makes this company different? How do you communicate with one another? Do you all have access to each other—is it a collaborative environment? This is not a sing-song line of questioning where you inflate your company ego—it's an important part of how your brand should be presented in the space. Are you a relatively private brand? It doesn't mean you can't go social—but it does mean that we have to look at the product voice.

What we'll come out of it with: The appropriate approach for social media for your brand, given the company history, C level management, and corporate culture.

Human Resources: Customer Service, Marketing Department, Recruitment and Training

As we near the end of your first Social Ideation session, the questions get more specific. Here's where we want to determine what portion of your social media that your brand currently can handle internally.

What you should be prepared with: A basic org chart for how the following departments are currently run: Marketing, HR, and Customer Service. How does recruitment work at your organization? How do you handle a dissatisfied customer? Is your marketing team thin and strapped for time? We need a good understanding of each of these departments. (Note: Social Ideation session 2 can and should include someone from each of these departments, as well as a C level employee.)

What we'll come out of it with: A realistic approach for social media execution. How much we'll be planning for you to execute internally versus through theKbuzz™. We'll know your long term strategy for taking social media to the next level with a full time employee, and where that employee should sit within the organization.

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Measurement and Metrics for Success

This section will be addressed in both Social Ideation sessions. We'll need to determine (and this will probably be a collaborative process) how you'll view success for your brand in social media. Is it fans or followers? Increased online positive conversation? A direct link to sales? We'll examine your thought process, and educate you on how social media works over time.

What you should be prepared with: How you measure other programs, and your specific goals/reasoning for entering the social space.

What we'll come out of it with: An agreed-upon structure for how we can determine the success of your social media initiatives.

Conclusion

So, what will you feel like at the end of your first Social Ideation session? Well, you'll definitely be tired after a 90 minute meeting. But you should also feel inspired! Because you will come out of your first meeting with a recap of your overarching goals, and how they relate to your social media goals—and some initial thoughts on how we'll get you there. We'll also set the date for your second Social Ideation meeting, where we'll discuss specific networks, infrastructure, topline ideas, and budget.

Thank you for participating in the Social Ideation program, and we look forward to meeting you!