



SOCIAL MEDIA & CAMPAIGN STRATEGY – 2014

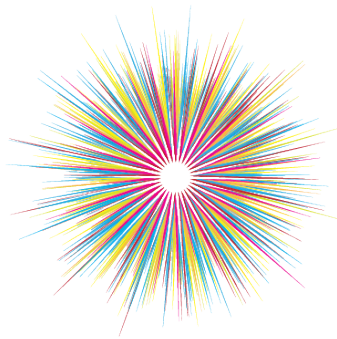
Designed by Maria Medina

Swarm is a global community of innovators selected for their proven innovations skills. Our proprietary patent-pending system identifies members with the critical, but rare, skills needed by brands to co-create along the entire innovation spectrum. The social media and campaign strategy has been developed to support the 'Africa Is Rising' mobile banking project of Standard Bank, Kenya & South Africa.

#Shared #Inspired #Mobile-to-Mobile-living

This plan includes the tactical objectives to be used to accomplish the following social media communities and campaign goals:

- Increase inbound membership
- Expand reach of thought leadership
- Engage and Inspire Influencers
- Identify (4) user groups
- Develop the global Swarm-Vision community
- Enhance outbound campaign programs effectiveness by leveraging partnerships, and influencers
- Deploy all paid media buys
- Convert social members into the (4) user groups



SWARM

V I S I O N

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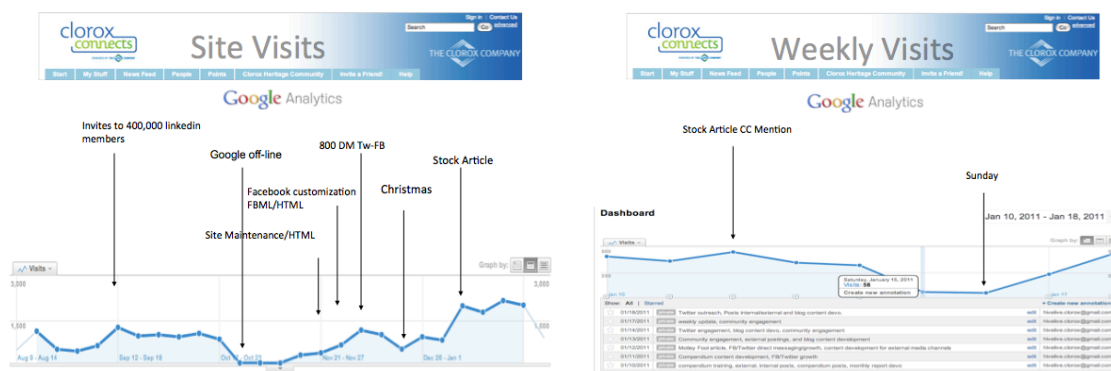
ROLES:

Maria Medina-Schechter, US: Leading organic reach in Twitter, Facebook, and G+, social strategy development, accountable for day-to-day; analytics reporting, content curation, operations, community management, profiling, and engagement.

Nicolas and Edouard, France: leading paid media on Google, Facebook, and Twitter. They will monitor messaging and create a table for reporting.

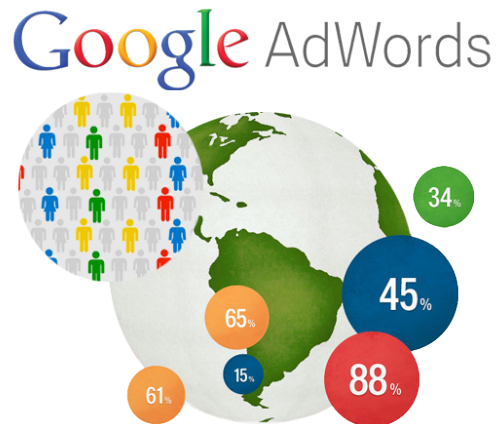
ANALYTICS, METRICS, AND REPORTING PRACTICES

We use analytics to make well-informed decisions. These decisions lead to major campaigns, direction in content, and community growth. Having a system that our team is committed to is critical in the reporting process. Connecting Google Analytics to your website is key to adding annotations, monitoring campaigns, traffic and Calls To Action (CTA's) that take place daily. Below is an example: on the right hand side you will see a drop in website traffic, it meant a loss of thousands of views and possible paid memberships, because we are good house-keepers we keep daily annotations and knew right away that it was a holiday and most people are off-line with their families, the same holds true for Sundays. Knowing your demographic is key, knowing when to post, and when not to will help you when setting up rotating on-line campaigns. These are the types of CTA's, which will be monitored during the launch of your media buys and rotating campaigns.



- **Short term objectives**
 - Establish regular annotations
 - Established weekly reporting
 - Establish monthly reporting
- **Increase engagement**
 - Follow peaks in traffic increase – shape content which speaks to these flows
 - Document unique visitors (you will be able to see where viewers come from and when)
 - Follow referring sites (document those pages and follow those users)
 - Review how users are visiting your site: via: desktop, mobile, and tablet, this gives us insight on preparing content to deploy for web, and mobile optimization.
- **Key Metrics**
 - Review New vs. Returning Visitors
 - Drill down on page views
 - Review demographics
 - Review interest category's (key word searches)
 - Review site visit duration (how long are visits)
 - Review page visits (long or short time-frame determines like or dislike of your content)

CAMPAIGNS



People all over the world use the industry-leading platform to identify and capture valuable users for your platform. Utilizing a variety of media buys will play into your campaigns advantage and swiftly reach milestones:

- **Short term objectives**
 - Launch the campaign now to aid in growing your various populations
 - Identify key influencers
- **Key Metrics:**
 - Timing: 4 weeks August/September
 - Objective: Recruit 900 members
 - Target CPL: \$10
 - Budget: 7.5K
 - Test Budget allocations: \$1k the first week (approx. last week of Aug.)
 - FB \$500, AdWords \$500
- **Key Metrics:**
 - **Timing:** Early September
 - Objective: Convert recruited members into content creators
 - CR=20%
 - Submissions = 300
 -
 -
 - **Timing:** Mid-September
 - Objective: recruit 300 TWkrs
 - Target CPL: \$10
 - Budget: \$2.5k
 - CR = 30%
 - Tweaks = 150 (1/2 ideas)
- **Key Metrics:**
 - **Timing:** Early October
 - Objective: Recruit visualizers based on existing content – these visualizers will spread their content and become influencers
 - Target CPL: \$5
 - Budget: \$2k
 - CR=30%
 - Visuals = 300

Keywords:

Ideation, logic, reflection, thinking, product, concept, understanding, mobile, devices, innovation, payment, optimization, design, animation, video, creation, competition, contest, prize, influence, money, Africa, disruption, market.

CONTENT CURATION



Content posting should be taken as seriously as a museum curator. Posting compelling, provocative, and powerful content will be more inviting and gain more click through rates (CTR's). This is our objective. In posting content there is a 10-4-1 rule: using the 10-4-1 rule allows for rotating, compelling and engaging on-line content. For example, for every 15 posts on Facebook, one post should be a link to your home page, 4 posts should highlight being Swarm-Vision's initiatives, be creative, colorful and compelling and 10 posts should link to either a page offering resources and insights into Africa, or highlight a leader in the global community.

This rule was successfully adopted and employed by Maria Medina while representing the Clorox Company as acting representative to the National Social Media Business Council and has proven to be a very effective guide to curating relevant and compelling content. Our approach today is to inspire day-to-day messaging and help identify the best angles for paid search.

- **Short term objectives**
 - Set up the editorial calendar
 - Established reporting document to track engagement %
- **Engagement:**
 - Twitter: Daily posts, RT & Follows / creation of lists by profile ie. NGO's, concerned activist, mobile focused groups, payment experts
 - 3 posts a week including one talking about Swarm and/or project directly using FB link-back
 - Evangelizing co-creation, crowdsourcing, Ted talks w/creation, innovation, Johnny Ives, Elon Musk...explain each profile in a digestible manner, profile known ideators, + description of Tweakers, look at Microsoft Hyperlapse, have an original go at Visualizer (play on words with bringing life for ex.)
- **Key Metrics:**
 - Landing pages will be tested between Swarm main site, project page, some direct tests.
 - May need to test out with optimization to A/B test different messages without having to code every page. (30 day free trial). Suggestions: request access / join our exclusive community / join the disruption / innovate now / identify best conversion funnel for sign up and activation through natural and paid search.

SOCIAL NETWORKS

Sociology is defined by Wiki as “The science of human society.” In many, if not all cases, human roots, organizational skills and the development of society with regard to technology have been key attributes in the field of sociology. Technology introduces advancements and information that plays an important part in helping a society to achieve its objectives. No matter what those goals are, relationships are always at the heart of accomplishing them in addition to the reward. In this day and age of advanced (and extremely sophisticated) technology, people seem to be making connections more easily and on a much broader scale. They are interacting in many different ways and in some cases, the interactions are extremely creative. Of course, the bottom line is that it always comes down to the human relationship and reward. Leveraging guest blogging as well as payout’s are a great way to increase KPI’s and achieve milestones.



- **Short term objectives**
 - Prize Structure
 - Creators: \$2500 - \$1,000 - \$500
 - Tweakers: \$500x5
 - Visualize and Influence: \$500x5
- **Engagement:**
 - Keep users active by recruiting and directly presenting project and tight creation deadlines
 - Highlight Incentives to participate first and then test when submitting ideas to separate the users into clusters.
- **Key Metrics:**
 - Recommend showing all the submitted ideas to participants and general public to inspire.
 - This will reveal the accessibility to the project, making it as open as possible.
 - Create at least 5-10 concepts at the start of the project to show different formats and absorb retention.

BLOG

Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently “multi-author blogs” (MAB’s) have developed, with posts written by large numbers of authors and professionally edited. Building a deployment strategy around individual blog posts will offer greater reach and circulation of the blog and finally growth within your social-sphere.

- **Short term objectives**
 - Instead of sharing the blog, share a question that links back to the blog
- **Increase engagement**
 - Create a publication schedule i.e. Blog editorial calendar
 - Add social share buttons on each blog posts which will re-direct to social pages and website hot spots.
- **Key Metrics**

- Number of posts and comments	-Subscribers
- Number of social shares	-Inbound links
- Audience growth – unique & returning	-SEO on each post

SOCIAL MEDIA TIME TABLE

DAILY CALL TO ACTIONS (CTA'S)

Blog 2-4 hours/week

Action Type	Priority Level	Action Detail	Frequency	Metric / tracking	Time/ Wk	Means
Create blog	1	Customize	Monthly	Report on most visited pages	3hr	Google Analytics
Blog posts	1	SEO Optimize	Monthly	#post views, # of social shares, % feedback	45min .	Google Analytics
Reputation Management	2	Like and comment on relevant sites, circulate content into various social platforms	Ongoing	%impressions, % feedback (CTR)	20min .	Google Analytics
Blogger outreach	3		Ongoing	#comments, #replies	20min .	Google/Analytics

DAILY CALL TO ACTIONS (CTA'S)

Facebook 2-3 hours/week

Action Type	Priority Level	Action Detail	Frequency	Metric / tracking	Time/ Wk	Means
Customize existing page	1	Customize	Ongoing	Report FB Analytics as well as Google referrals	1hr	Facebook
Increase likes: buy/content circulation	1	Deploy engagement strategy and purchase campaign	Monthly	#post views, # of social shares, % feedback	45min .	Facebook
Community Engagement	1	Curate like a museum curator, like, comment, engage within other communities	Ongoing	% feedback (CTR)	20min .	Google Analytics
Curate Content	1	Share likes, leverage other platforms	Ongoing	#comments , #replies	40min .	Facebook

DAILY CALL TO ACTIONS (CTA'S)

Linkedin 2-4 hours/week

Action Type	Priority Level	Action Detail	Frequency	Metric / tracking	Time/Wk	Means
Customization	1	Customize	Ongoing	Report on traffic	1hr	Linkedin
Direct Message Campaigns	1	Profile users, send out media kit	Ongoing	#post views, # of connects report on Feedback	1 hr.	Linkedin
Connect	1	Like and comment on relevant editorial and group comments, circulate content into various Groups	Ongoing	% on Connects	1hr.	Linkedin
Weekly reports	2	Ongoing	Ongoing	#comments, #replies	1 hr.	Google/Analytics

DAILY CALL TO ACTIONS (CTA'S)

Twitter 2-4 hours/week

Action Type	Priority Level	Action Detail	Frequency	Metric / tracking	Time/Wk	Means
Customize Account	1	Customize, add updates	Ongoing	Report on profile details	1hr	Twitter platform
Increase follow back, #, mentions	1	Utilize 3 rd # and @ to increase followers	Ongoing	#Followers % Increase	45min .	Twitter sponsor campaign, Twitter platform
Profile Users and increase community membership	1	Research, read and follow relevant followers, find on LinkedIn	Ongoing	Balance follower and following ratio	20min .	Organic build
Engagement	1	Retweet other's content, @, # and mention users	Ongoing	#clicks #retweets % feedback	45 min.	Google/Analytics referrals, Twitter stream

RESULTS

The Standard Bank project was operated by Swarm Vision an American Ideation and Crowd Sourcing Think Tank located in Silicon Valley. Swarm Vision hired Maria Medina-Schechter, as their Content Curator and Strategist (Silicon Valley, United States), Nicolas Duminil (Paris, France) Paid Media Specialist and Edouard Breine (Paris, France) Paid Media Specialist. The project was slated to operate from August 2014 – January 2014 (**6 months**). The objective was to start with a zero base on all social platforms with an emphasis on Facebook and build the community to 16,000 people (users) and to convert at least a 1,000 of those users to the 4 categories of innovators on the swarm-vision website. The ultimate goal of the project was to find mobile innovators inside of Africa to help achieve the future goals of Standard Bank Kenya, and South Africa. The goals of Standard Bank are secured under NDA by the (3) social media experts hired to achieve the outcome.

Results:

In three months the social media experts were able to bring in over 38,000 people to Facebook and convert over 10,000 of the 38,000 users to innovators on the swarm-vision portal. In addition, over 5,000 ideas were submitted to the innovation contest.

Standard Bank was exponentially pleased.

Facebook link: <https://www.facebook.com/swarmvisioncommunity>

Population: 38, 411 (likes)

The team's last post was made on November 11th, 2014.

It is unknown who manages the page today.

(Below are campaign samples of content designed by Maria Medina-Schechter)





