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← [Manage Social Media the Easy Way in 2013 \[INFOGRAPHIC\]](#)

## Intuit\_2013\_SocialRoadMap

By Tammy Lam | Published January 15, 2013 | Full size is 910 x 3500 pixels



# 1ST QUARTER TAKE SOCIAL MEDIA INVENTORY

## JAN

### ASSESS YOUR SOCIAL FITNESS

Are you entirely new to social media, or are you a well-seasoned veteran? Either way, start the year by assessing your social media fitness. Ask yourself questions such as:

How would I rate my company's use of social media?

Where are there opportunities to grow or improve our social media presence?

In what areas do we excel at using social media in our business?

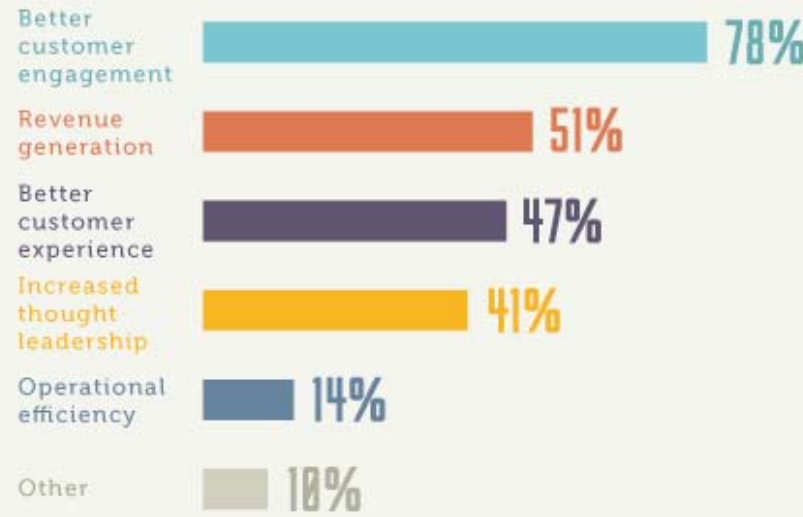
What social sites are we using and how?

## FEB

### REVISIT YOUR SOCIAL GOALS

Revisit why you're using social media and evaluate its importance to your business. A 2012 survey by Awareness Networks provides insight into popular goals.

Top Business Objectives for Social Media:



## MAR

### ESTABLISH WAYS TO MEASURE SUCCESS

Establishing success metrics in advance is important for evaluating social media efforts. Consider various ways to gauge success as the year progresses.

Top 5 Measurements for Evaluating Brand's Effectiveness on Social Media:

1 Social presence

2 Traffic

3 Social mentions

4 Share of

5 Social

- 1 Number of followers and fans.
- 2 to website.
- 3 across platforms.
- 4 social conversations.
- 5 influence.

\*According to 2012 Awareness Networks survey of 450+ social media marketers.



## 2ND QUARTER

# WORK ON RELATIONSHIPS

APR

### BE A BETTER LISTENER

Social media isn't just about outbound communications. Use it to stay on top of the conversations around your brand and your industry. Devote more time to listening in.



79%



of social media marketers say they monitor social media for **mentions of their business** several times a week.



73%



of social media marketers say they monitor social media for **industry conversations** several times a week.

MAY

### COMMUNICATE IN NEW WAYS

Don't just stick to the same old posts. Diversify the kinds of content you share on social media to keep your fans and followers engaged and interested. Some suggestions include:



- ..... Post company updates.
- ..... Share industry news and developments.
- ..... Ask questions.
- ..... Hold contests or giveaways.

JUN

### DEVELOP YOUR RESPONSE TO CUSTOMERS

Social media sites allow businesses and patrons to engage in a conversation—and it's a two-way street. Establish a protocol for how you'll respond to customer:





# 3RD QUARTER

## INTEGRATE EVERYTHING

**JUL**

### INTEGRATE ALL YOUR SOCIAL PLATFORMS

Don't do it alone. If you haven't already, look into using a social media management app that lets you control and monitor all your different platforms from one dashboard.

Two popular options:



HOOTSUITE



TWEETDECK

**AUG**

### INTEGRATE OTHER INBOUND ACTIVITIES

Make social do double-duty by integrating social media with other marketing efforts. Examples include:



Direct followers to join email lists.



Ask followers to refer your business to others.



Build your customer profile with information from your followers.



Boost PR efforts by reaching out to journalists on social sites.

**SEP**

### INTEGRATE TEAM MEMBERS

Socially mature businesses incorporate more people in the organization's social media efforts. If resources allow, consider identifying and training several team members to assist.

People Responsible for Social Media Marketing Within "Socially Mature" Businesses:



26% 1 to 3



22% 4 to 5



22% 6 to 10



38% 11+

\*According to 2012 Awareness Networks survey of 450+ social media marketers.

# 4TH QUARTER

# LOOK BACKWARD, THEN FORWARD

**OCT**

## DON'T BE DISCOURAGED BY CHALLENGES

Plenty of other businesses are facing the same challenges with social media. Make an effort to stay up-to-date on the latest tools and trends to overcome these challenges.

Top 3 Social Marketing Challenges:



\*According to 2012 Awareness Networks survey of 450+ social media marketers.

**NOV**

## LEARN FROM THE YEAR-IN-REVIEW

Take some time to assess your year in social media, then establish ways to check in regularly to identify social media successes, challenges, and opportunities. Some options include:



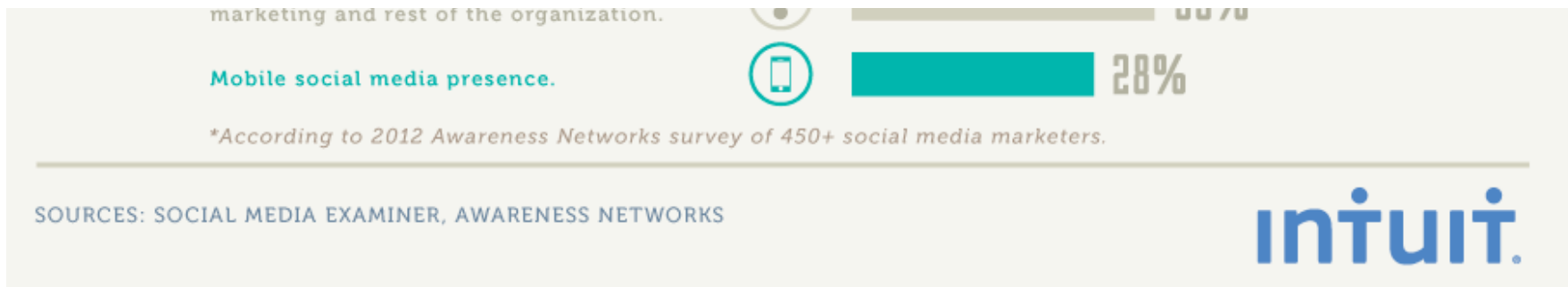
**DEC**

## LOOK TO THE FUTURE

Plan ahead for the coming year, outlining areas for improvement and places to invest more time and resources.

Top Areas of Social Media Investment:





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**MapITinc** 5 pts

Slow and steady wins the race plan. Super awesome and well detailed.

26 DAYS AGO



**smoothsailing** 5 pts

This is the best resource I've seen in a long time. Thank you. I'll be sharing it on my blog.

1 MONTH AGO