



OASIS

Building a Social Media program
in your organization.

SocialMedia404.com

You are connected to your customers.
Your customers are connected
to each other.
They are talking about you now.



Want to join the conversation?

The world has become an increasingly connected place. Today, people communicate and share information with each other more often and in more ways than ever before.

Your customers, your employees and other stakeholders are talking to each other. They are having a conversation about lots of things, including you. Whether rating your products, reviewing your service or discussing new ideas, these conversations are happening now.

How will you participate? We can help.

Using our **OASIS** framework we can help you define your objectives, understand your audience, develop a strategy, plan the implementation and then manage your on-going role in the conversation.

Because we understand business, technology and social marketing (we do all three), we will also make sure that you know how you are going to measure your success, and stay on track to meet your goals.

Our comprehensive method
to build a
Social Media program
in your organization.



Objectives

Know what you are trying to achieve.

Audience

Understand who you are connecting to.

Strategy

Choose and prioritize ways to connect.

Implementation

Deploy resources and technologies.

Sustainment

Speak, listen, nurture, evaluate, adjust.

Step by Step...

Define your Objectives



Participating in a conversation is one thing, getting something out of it is another. The first step in **OASIS** is to clearly establish your objectives. Whether you want to grow revenue, lower costs of testing out new product ideas, we will start by creating a clear and concise understanding of what you want. This will guide all other activities and establish the yardstick we will use to define success.

Know your Audience

Understanding your audience is key. People behave differently online than in real life. How they behave will determine how to engage them, and what role they will play in your conversation. Some people watch, others create, some review and many don't do anything at all. It will be critical to understand how that affects you.

Develop a Strategy

Once you have defined your objectives and know your audience, we turn our attention to strategy. We determine how you will engage each member of your community, how they will engage each other, and how this will meet your goals. The options are broad, so this stage involves lots of discussion and examination of alternatives to see what approach offers the best fit and most potential in the short, medium and long term.

Plan the Implementation

This step determines how you will bring your strategy to life. We will define what technologies are important and what you will need to do to make them work. If requested, we can also create the plan and manage the project required to bring the conversation to life.

Think about Sustainment

Successful conversations do not necessarily end, nor do they always go as planned! How you will manage for the long term? What will you do if things go wrong? What if they go right? Are there any legal, organizational or other impacts that need to be considered? How will you monitor, measure and adjust your efforts to ensure that you and your community stay in touch, engaged and productive?

Get ready ... the rules have changed.



We recognize that everyone and every situation, is different.

Every organization and the people they engage with every day are unique. Alone, **OASIS** is just a framework. On its own, it can not deal with the complexities that arise

Together however, we can use it to help us define a path and help get you to where you want to go.

About SocialMedia404

SocialMedia404 is a brand new organization born of the need to bridge the gap between traditional marketing playbooks, and the explosive use of new social technologies.

As experienced business people, we take a methodology-oriented, results-based approach to creating an innovative and sustainable social media strategy that is right for your organization.

We demystify this new world for you, and align specific ways for social media to help you achieve your goals. We help you plan and implement a social media strategy that is authentic and appropriate for you.



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