

Overview

The first step in creating an effective social media marketing campaign for your business is to ask a few important questions. These questions will help us both focus on what the heart of the campaign is and generate ideas from there. It will guide us through the next phases of the plan, help us stay on task and efficient, and help us make decisions when this campaign ends. The most important questions are: What are your business goals? Why have you decided you want to use social media marketing? Is it to make new contacts in the industry, increase the number of jobs you work, make more money each year or some other goal? Most likely these are all goals of yours but its important for us to rate which are the most important and use our time proportionally.

Another important question is whose social media do you respect and admire? Are they in the same industry as you? Are there ways to incorporate their ideas in your campaign? Or is it the spirit of their campaign more then the tools of it that inspire you?

In the following pages I've created a three-phase campaign that I think will significantly boost your social media presence. I'm a dreamer, so some of it may not be attainable at this time. Also, as I continue to research, there may be newer, better ideas that we can substitute. There are 144 different books on social media marketing in my library alone as well as the infinite knowledge of the web, so clearly there's a lot more we can learn. But as I did my research, I tried to apply everything I learned to your specific situation, skill set and budget. I hope you see that reflected throughout.

Let's get down to brass tacks. In the following pages you'll find an overview of the social media platforms I plan to use, an outline of the three phases I have planned, and my pricing guide.

Platforms

Facebook

When we talk about social media, the first platform everyone thinks of is Facebook. For good reason, through it, we can connect with more people then were previously humanly possible. A lot of campaigns focus on that, the amount of people who are reached. But as facebook becomes a larger part of our socializing and networking, quality over quantity is increasingly valued by Facebook users. We could invite everyone we know to follow your page. If your top business goal is to increase your contacts in the industry, this is something we should do. But if your top goal is to increase the number of jobs you are booking for or increase revenue, more friends doesn't promise more of either of those things. Instead, we need a targeted approach. Step one would be to make a list of every agent, director, casting director, producer, and company for which you have ever worked. We need to be following them. Social media is a "give a little, get a little" proposition. If we only talk at people, they won't give us a second glance. But if we form a relationship that's mutually agreeable to them, we raise the likelihood that we'll be the first one they think of when they need a job. Second, we need to create a list of every agent, director, casting director, producer, and company you want to work with. We need to start a

relationship with them so that as our social media grows, they have a context to place your name in. They are our “buyers” and we’ll be studying them quite a bit, which I’ll explain more in the Buyer’s Profile section.

Next, we are going to follow the advice of Entrepreneur Magazine in its article titled “Six Quick Hit Marketing Ideas for Social Media” (www.entrepreneur.com/article/219691). We will respond to current events, such as the possible closing of the Portage Theater. As part of Phase One, we will upload and link to every project you’ve worked on that is available online. As David Meerman Scott says in his book, “The New Rules of Marketing & PR,” “On the web, you are what you publish.” So, we need to show all our followers, those who know you and those who don’t yet, who you are through what you’ve done. They can tell a lot about you as a person, an actress and a businessperson by the breadth of work you’ve done, and we want them to know you intimately. We will create a facebook event for any event (screening, class, theater production) you are participating in that doesn’t already have one. We want people to have a chance to meet you in real life and to be engaged in the activities you’re engaged in. As part of Phase Two, we’ll release in depth multimedia messages so that fans know all the services you offer as well as free advice and tips to show the quality of your knowledge to entice them to purchase your services.

Network Suites

Since Facebook is the leading platform in the industry, a lot of what we do there can be reapplied to LinkedIn and Twitter. Videos loaded on Facebook will be added to Youtube and Vimeo as well. Everything that is available on your other social media should be available at your website, which is the hub of your campaign and the site you can control the most.

Luckily, as technology becomes more complicated, there is always someone inventing a way to simplify it. Reposting and uploading at each new platform would take hours a day, and we’d have no time to cultivate relationships with our contacts, nevermind what it would do to your budget. But sites like Sproutsocial and HootSuite allow us to update each platform from just one site. Sites like Namechk and KnowEm will allow us to reserve spots at several social media spots all under the same company brand so that no one else can take them and cause confusion. It’s also now possible to link your LinkedIn account to your website (if it’s Word Press) so that anytime you post on your site, it is automatically sent to your LinkedIn account. Twitter and Facebook can likewise be linked to save time.

Website

Your website is the foundation of all your marketing. We will add a calendar so that followers can see in advance what events you’ll be attending, what classes you are teaching and other interactive opportunities. Your press releases will be posted here, articles you write about the industry; anything a prospective employer is looking for will be centered here. Pages for distinct types of buyers specific to their needs will give them all they know quickly and pleasantly. Your website should also have a bar showing what other social media you use so they can choose to follow you there as well. We would also

want to include testimonials from directors, costars, students, etc. that you've worked with in the past to show the quality of your work and the reputation of your character.

Newsletter

An e-newsletter is still one of the best web-based avenues for contacting interested parties and keeping them up to date and you relevant in their mind. Our monthly newsletter through either Constant Contact or MailChimp should include pictures, a blurb written by you about something that's happened in the last month (i.e. a common issue at auditions, a client asking you an important question in a coaching session that you think everyone should know, etc) and links to any new multimedia. The important thing about this is to make sure it ends up in the hands of people who will value and appreciate it. The best way to do so is to send the first draft to 20 people who you consider to be not only movers and shakers, but also friends. Ask them to pass it on to anyone they think might be interested and give them the opportunity to sign up for it instead of it showing up each month in their inbox unwelcome and unopened.

Industry Specific Platforms

A lot of platforms I've covered already have been general marketing tools, not industry specific. Along with those, I would keep Actor's Access, Casting Networks, Voice123, Stage 32 and other industry specific sites up to date, as well as explore new ways we could use them to promote you.

Press Releases

It used to be that press releases were only sent to the press and only for major events. Not so anymore. Now press releases are often sent out whenever a company or individual does anything note worthy and they are sent to any interested party in their industry. There are even websites dedicated to distributing press releases, such as <http://www.prweb.com/>. In the future, I plan to write a press release after each of your accomplishments and send it to those press affiliates we hope will do a story as well as include it in your newsletter and post it on your website.

I've covered a few social media platforms but there are so many more. As part of Phase One, I'd like to learn more about how/if I can use the follow platforms to promote you and your services: Google+, Stumbleupon, Flickr, Digg, Reddit, Technoratis, Second Life, Meneame, Newsvine, Del.icio.us, Foursquare, Quora, Tumblr, wiki's, Wikipedia, BlogtalkRadio.

Also, I plan to set up a Google Alerts account which as they state on their page would send me an email when Google finds new results - such as web pages, newspaper articles or blogs that match any search term we've entered in, such as your name or those of your production companies. It literally searches anything online. This will be a wonderful way to see what is being said about you or any content pertaining to you that we would want to highlight.

Buyer's Profiles

What are buyer profiles and why do we need them? A buyer profile is a description of a potential customer that includes demographic and other specific characteristics, which helps us tailor our marketing to them. Having a buyer profile helps us figure out what it is they are looking for when they encounter our marketing and better serve them. Life just keeps getting busier and no one wants to slog through lots of info to get the two tidbits they want. By creating these profiles and studying examples of them, we can create content specific to them that uses terminology they prefer to help them make the decision that you are who they have been looking for. By asking ourselves what that specific profile is looking for, we can maximize our time with specific campaigns instead of a throw it at the wall and see what sticks approach. There are three important steps when it comes to these profiles:

1. Build Buyer Profiles - A few examples of buyer profiles would be a young independent filmmaker, a middle-aged library programmer, a well-established local agent, a parent of a child looking to learn more about acting, a high school aged actor choosing a career path, an actor looking for a coach, etc.
2. Research Their Needs and Their Practices - One part of research will be to follow these profiles on facebook and see what they are posting. What need does this post tell us about? Another part would be to create surveys through SurveyMonkey where we invite these profiles to let us know their thoughts.

Example: A survey for actors might include - How important do you feel to your agent? How likely are you to switch if another agent is interested? Do you feel like your agency is listening when you contact them? Do you feel social media affects your relationship with your agent? What percentage of work do you find through other means than your agent?
A survey for agents might include - How important is the photographer of the headshots? How much does social media play a part in choosing an actor? Do you find press releases annoying? How do you begin your casting process?

The key elements we want to learn through this research is what are their goals and aspirations, what are their problems, what media do they rely on for answers to their problems, how can we reach them, what words and phrases do they use, what images and multimedia appeal to them, do our buyers attend conferences and seminars, what do they consider best practices, what publications and websites do they frequent?

3. What Do We Want Them to Believe About Us and How to Show Them?

This research will then go into tailoring much of Phase Two, connecting our strengths to what their needs are. We will know which sites to publicize on, which events to attend, and which answers to post on our sites before the questions can be asked and how to phrase them.

Phase One - Assembling

Acquire space on each platform through NameChk or KnowEm.
Link those platforms together on SproutSocial or HootSuite. Link Twitter to Facebook and LinkedIn to the website.
Sign up for Google Alerts to track what information there is about you on the web.
Create a list of past employers to follow on facebook and twitter.
Create a list of dream employers to follow on facebook and twitter.
Upload and link all past footage, clips, reels, pictures, etc (Inside Edition stories, acting classes, storytelling cds) to all applicable platforms.
Create a calendar on your website.
Create facebook events corresponding with that calendar.
Respond on facebook and twitter to current events.
Create a list of press release contacts.
Create our Buyer's Profiles (i.e., students of acting classes, actors who need coaches, birthday parties looking for storytellers, libraries looking for programs, etc.)
Research those profiles through facebook activity and surveys.
Have a meet and greet with student filmmakers asking them what they search for when casting. Interview other Buyer's Profiles examples.
Create pages for those specific profiles on the website.
Write industry specific articles for the website.
Gather testimonials.
Send press releases after noteworthy events.
Send a monthly newsletter that encompasses everything that has happened the past month.
Research new social media platforms and instructional social media books and websites.
Ask each new client if they are on facebook and/or twitter; follow them before they leave the appointment.
Refer clients to follow up video and audio to continue their education until their next session.
Send e-thank you notes after each audition and job.
Research film production team to create video elements for Phase Two.
Film and record elements for Phase Two.

Phase Two - Give them the Goods

Craft a video campaign titled "The Person behind the Page- Meet Christian Taylor." The introductory video would be an overview of who you are, why you are an actor, how you got started, why they should be your facebook friend, and other questions gleaned through our buyer profile research. We want to show the sincere, authentic you, the you that people want to connect with, not the virtual you. The videos that follow that will include footage, clips and interviews highlighting Christian Taylor the Voice Over Actress, Christian Taylor the Print Model, Christian Taylor the Coach/Teacher, Christian Taylor the Producer, Christian Taylor the Actress and Christian Taylor the Storyteller. Subsequent videos could be about your relationship to the industry (i.e., what the casting

process is like from an actress' perspective, choosing a photographer, making acting a business, etc.)

Get a Wheaton area newspaper to write a "hometown" story about you.

Creating webinars that simulate an acting class to show prospective clients the quality of the class that they would be taking. Also, by providing free content online, you will be regarded as a thought leader of your industry and a go-to person.

Record voice over coaching podcasts. This not only promotes you and your skills, but also promotes the person you are coaching. This again is providing free content online. This may feel counter intuitive but by providing quality work online, you'll create a want in your listeners to have a similar experience tailored to them personally and again makes you a thought leader. A further extension of the podcast idea would be to have interviews with friends in the industry (names could be changed to provide a freedom to express themselves honestly) about their experiences and advice. Possible interviewees include Grace McPhillips, Lars Ulleberg, Jimmy Carrane, Ruth Ratny, Sandra Gordon, Pat McDonald, etc). Each session would end with a reminder to check you out on your various platforms.

Alert reporters, bloggers, and analysts to Phase Two and send them downloadable links, after we've announced it to fans, and watch Google Alerts for any coverage.

Have industry leaders that people admire appear as guest writers on your website to discuss an issue in their part of the process.

Phase Three - Become Interactive

As more people find out about you through Phase Two, we'll need to find a way to hook them. Most likely, our audience members won't have the need to hire you the second they see your content. Because of that, they may have the best of intentions of hiring you, but by the time the project has rolled away, you are out of sight, out of mind. So, let's keep you in sight.

One interactive idea plays with your sense of humor, creativity, and talent. On your website or facebook, we will create a space where fans can submit a bit of dialogue; possibly something they've written themselves, a quote they found online, a common phrase, a short monologue, etc. Then, they or other fans can submit a context or persona for you to read it in. Some examples might be reading the beginning of the Gettysburg address in a sexy voice, a medical text in a Valley girl impression, a passage of *Midsummer's Dream* as the weather woman. We would select the passage and the persona, record it, and distribute it online. While this sounds absurd, it's a terrific way to show off the range of your talent and to have potential clients coming back for more.

Another, more serious idea, would be to involve a charity or organization you feel strongly about by telling your fan base that if they volunteer, donate, etc, you will thank them by recording their home voicemail for them with a message of their choosing. You would introduce them to the non-business side of you, help an organization you care for, and provide a lasting service to them that would remind them of your abilities daily.

Finally, the ultimate maximizer of exposure, the Groupon. We would work with Groupon, or another deal site, to offer one of your services (i.e., coaching sessions, acting classes, assistance creating a family CD like yours, storytelling at a kid's event, etc.) at a

reasonable discount. You would be booked for a great length of time, generate lasting exposure, entice reticent clients to finally join the fold and have cash in hand.

Pricing

Last but certainly not least, the pricing. I've tried to think of all eventualities for Phases One through Three. If time were infinite and money was no issue, I would love for us to be able to complete the campaign in one year, each phase takes 3 to 4 months. How long would you like each phase to take? I think the best idea would be for you to look at each phase separately and decide how much time you want me to spend each week while we are in that phase and then chose the pricing option that correlates. Almost all the work can be done from home, which saves us both in time, energy, and gas. The actual marketing will be the most intense part of the job and I've rated it accordingly. But there will be other tasks involved in being an effective social media marketer for you and I've tried to include those at a price that would be fair to both of us.

There is always room for change before anything is set in stone, so please discuss any thoughts, complaints, worries or comments with me. I've talked to friends who've done this work and taken their advice, but this is my first time formally doing this as a paying job and I don't want any excitement at being professional to leave a bad taste in your mouth. This is ultimately your campaign, and we must align it with your priorities before getting started.

Social Media Time

Time Committed	Price per Month
1 hour per week	\$50
2 hours per week	\$100
3 hours per week	\$125
4 hours per week	\$175
5 hours per week	\$225
6 hours per week	\$250
7 hours per week	\$300*
1 hour per day	\$450*

**The difference in pricing for 7 days per week and 1 hour per day, when they are the same time commitment, is due to the rearranging of my schedule that would have to take place to commit an hour per day to marketing.*

Incidentals

For any hours that need to be added without a two-week notice, the hourly charge will be \$15.

Rate for face-to-face meeting or events is \$12.50. Mileage will be charged for any meeting that last under 2 ½ hours.

Client requested marketing research will cost \$5 an hour or \$40 per book.

Conference calls to brainstorm or change the social marketing plan will be \$5 an hour.

Pricing Schedule

For any amount that is under \$125 in total, I would need to be paid at the beginning of the month. For amounts ranging between \$175 to \$250 in total, payments would be appreciated on the first and the 15th of the month. Payments above \$250 can be broken into multiple payments, no more than five. Permanent changes in time commitment need to be known at least one month in advance.

A good portion of Phase Two involves filming. Some of this can be done in an amateur way and not reflect badly. But I would suggest that the Meet Christian Taylor videos be professionally shot and edited. Obviously, that cost is not included in my pricing since I am neither a cameraperson nor an editor. But I mention this in this section, as I know it would influence your budget. I would include any research to find said personnel in my social media time pricing.

I hope that this encompasses all for which you were hoping. As I said before, this is flexible and changeable but gives you an idea of what I bring to the table and what I look for in return. Looking forward to discussing it further with you tomorrow.

Michelle