

**Saves time!**  
"Measure twice, cut once."

**Focuses activity on goals and outcomes.**

**Strategy:**

**Creates accountability and justifies investment.**

**Dictates what to do.**

Arlington Strategy is on a mission to improve business. Our team provides strategic business planning, PR, marketing and communications solutions customized for every client's unique goals. From start-up to expansion, fundraising to rebranding, and everything in-between, Arlington Strategy consultants are experienced working with entrepreneurs, small business and nonprofit organizations. Call us for a complimentary strategy chat! Visit our website and subscribe to our #newsletter for local business tips and success stories.



**arlington**   
STRATEGY

# Beyond Social Media: Why Strategy Matters

**arlington**   
STRATEGY

**business consulting on a mission**

703-304-0465 • [www.arlingtonstrategy.com](http://www.arlingtonstrategy.com)

Jennifer Mulchandani • [jennifer@arlingtonstrategy.com](mailto:jennifer@arlingtonstrategy.com)

**business consulting on a mission**

## Strategy Development Framework

- 1.**  
Set Goals
- 2.**  
Segment  
by Audience  
(Demographics!)
- 3.**  
Develop  
Messaging
- 4.**  
Determine  
Message  
Channels
- 5.**  
Measure  
Impact
- 6.**  
Repeat

## Strategy Development Success Tips

- 1** Goals need to be tangible and attainable. Don't confuse goals with your vision.
- 2** If you don't really know who your target audience is—**STOP**—and seek the answers before proceeding. Look at your Google Analytics. Look at your email newsletter subscribers. Ask your customers for information.
- 3** Don't ignore your secondary audiences—the influencers.
- 4** Before you develop messaging, know your organization's value proposition (a statement that summarizes what makes you unique in the marketplace). If this is not known, **STOP** until you can articulate this.
- 5** Articulate key message points for each audience, knowing that different audiences may want/need to know different information.
- 6** Prioritize your messaging—you can't reach your entire audience with too many messages. 3 key points is a good start. More messaging for the hardcore followers.
- 7** Content can be repurposed across your message channels, but should be tailored for each channel/audience.
- 8** Editorial calendars are super helpful in plotting out your messaging by channel.
- 9** Appreciate the power of driving audiences to your other message channels, & build that into your messaging. Your website is the mother-ship, and all channels lead there!
- 10** If you aren't capturing your leads, **STOP** and set-up tracking mechanisms. Google Analytics, Webmaster Tools, email forms/page disrupters.
- 11** Create key metrics that you can realistically track every month. Remember to keep your eye on the goals, so tracking every click or like may not be relevant—unless your goal was to win a click/like contest. Lead growth, list growth, engagement, external referrals are all good metrics to start with.

### Message Channel Options Are Plentiful. Consider:

Internal	External
Website/Blog	Advertising
Emails	Blogs
Print Newsletters	Direct Mail
Letters	PR
Social Media	Sponsorships
	Partnerships