

# Social StrongStart

Leveraging proven methodology  
to drive program success



FORRESTER®

## Forrester Research **POST** social media strategy methodology

**PEOPLE:** Assess your customer's social activities

**OBJECTIVES:** Decide what you want to accomplish

**STRATEGY:** Plan for how relationships with customers will change

**TECHNOLOGY:** Decide which social technologies to use

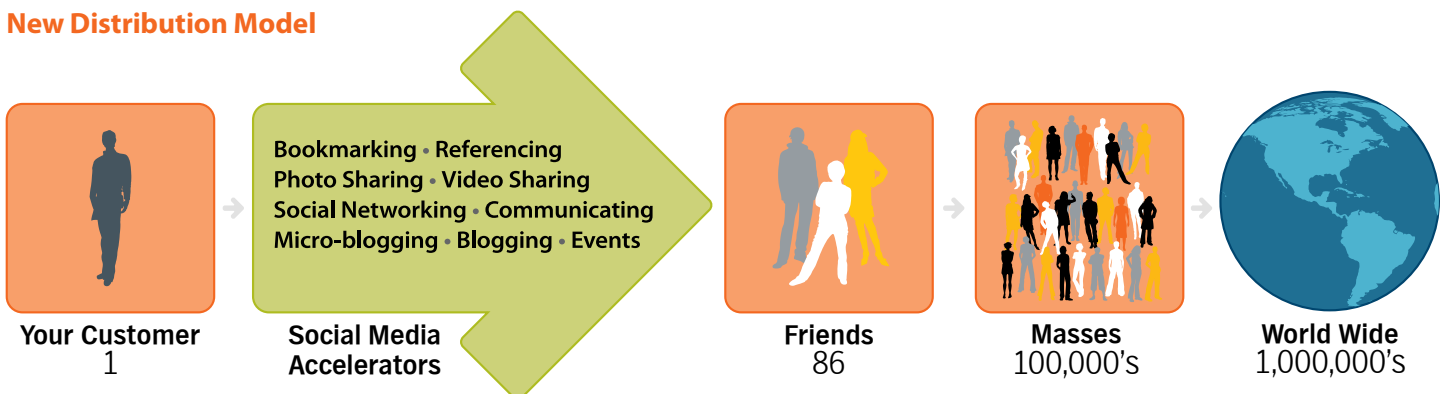
As consumers continue to flock to social websites, marketers are spending even more time and money figuring out how to reach them there. The challenge for most brands is that traditional methods for marketing to consumers simply don't work on the social web. Your organization needs to change the way you engage consumers on the social web or you run the risk of hurting your brand and alienating consumers.

As your organization begins to leverage social media to extend brand reach and revenue conversions, you must do so responsibly, preserving the integrity of the social web and growing your businesses at the same time. This is accomplished by building advocacy within your consumer base and motivating consumers to deliver your brand messages on your behalf. On the social web, friends want to hear from friends, not brands.

StrongMail's Social StrongStart is designed to help brands take the first steps in monetizing the social web by identifying, motivating and tracking the behaviors of advocates and influencers within your current customer base. It is this community of key social media influencers that will multiply program results. This Strategic Services engagement will enable you to fully leverage StrongMail's suite of social media solutions to effectively socialize your programs in a proven, practical and profitable way.

The StrongMail Social StrongStart is based on Forrester Research's published POST methodology. This proven approach consists of four phases for defining a successful social media strategy: People, Objectives, Strategy and Technology.

## New Distribution Model





## About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.

Headquartered in Redwood City, CA, StrongMail's clients include global leaders across virtually every industry.

To learn more about StrongMail, please visit [www.strongmail.com](http://www.strongmail.com).

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## Phase 1: PEOPLE

### Assess your customers' social activities

StrongMail will develop insight into your customers' social networks, online activities and demographic data.

#### Deliverables

StrongMail will leverage social listening technologies (e.g. SM2, Radian6, Cymphony) to get a clear understanding of your current social footprint and the tone of conversations around your brand.

- > StrongMail may append social insights to your current customer database to help target prospective influencers within your database to optimize program results.

## Phase 2: OBJECTIVES

### Document what you want to accomplish

StrongMail will collaborate with your organization to determine your role in the social conversations:

- > Advisor
- > Contributor
- > Provider
- > Host/Facilitator

#### Deliverables

StrongMail will summarize overall business objectives in social media and outline your role in implementing a social media marketing program.

## Phase 3: STRATEGY

### Plan for how relationships with customers change

StrongMail will collaborate with your organization to determine what social motivators will motivate your key influencers to change from passive advocates of your brand to passionate influencers. Two potential social motivators will be identified and detailed from the following:

- > Self-Expression
- > Status Achievement
- > Altruism
- > Self-Reward

#### Deliverables

StrongMail will concept two "treatments" to test social motivation within your customer base. These concepts can be leveraged into actual treatments to be used within a social media marketing campaign and serve as the cornerstone of the program. Once the program is launched, StrongMail will work with you to optimize the program and analyze the results. Creative treatment design is available as an optional service.

## Phase 4: TECHNOLOGY

### Decide what social technologies to use

Once insight has been developed around your target audience, business objectives have been identified and your social motivation strategies have been outlined, StrongMail will launch the social media marketing program.

#### Deliverables

StrongMail will provide the following in this final phase:

- > Implementation and configuration of the StrongMail solution
- > Implementation, configuration and deployment of social treatments selected during the strategy phase of the program
- > Regular optimization meetings with social media subject experts during the first three months of the program

