

# Buy-in and budgets

How to help your C-suite understand social media

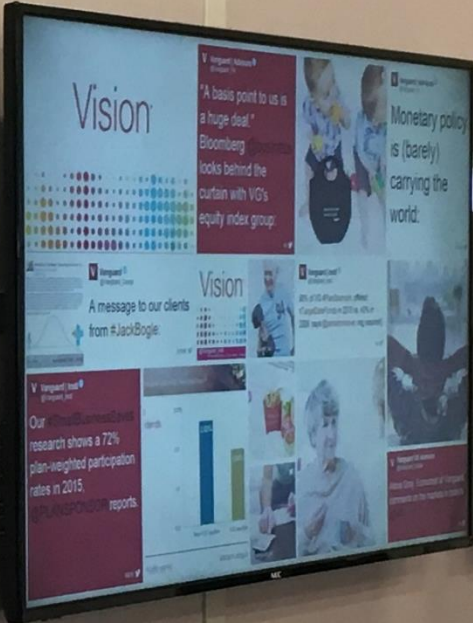
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Content Marketing & Social Media

# Getting buy-in

- Always be that internal cheerleader for social media. If you're not excited about it, you can't expect your leaders to be. You may start off as a solo voice, but that energy will grow and expand over time.
- Look for allies and supporters within your organization. Are there other employees who are interested in social? Can you craft a team of volunteers to help with content? Writers may want to learn how to write for social media. Designers may want to create images for Twitter. If you just ask, you might be surprised!
- Answer the question "Why do we need social media?" Share that story as much as possible.
- Look for creative WIIFMs to build buy-in. For example, B2B professionals and sales executives benefit from a professional LinkedIn profile. Help your team develop those profiles, and you'll offer business value beyond just posts.
- Become a Center for Excellence around social media within your company. Educate and train employees. Answer questions about the social media space, even when they don't fall within your day-to-day job.

Success is possible!





# Get the right metrics



# Understand your budget



# Budget

# One approach

Advertising cost

÷

Number of advertising impressions

=

Cost per impression (CPI)



Estimated value of social media

=

Number of social impressions

X

Cost per impression (CPI)

# Test and learn



Show integration



# Metrics



What defines success?

Support



Trust



Budget



# Appendix

- Remember, no one has social media completely figured out – not even the big brands.
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- Always be that internal cheerleader for social media. If you're not excited about it, you can't expect your leaders to be. You may start off as a solo voice, but that energy will grow and expand over time.
- Celebrate the little wins! Social media buy-in requires regular internal communication of wins and successes – even if it's just an influential follower or share early in your program.
- When leaders ask “Why do we need social media?” have a consistent, 2-sentence answer that you can repeat to everyone in your company. Share that story as much as possible, and it will have an effect.
- Look for creative WIIFMs to build buy-in. For example, B2B professionals and sales executives benefit from a professional LinkedIn profile. Help your team develop those profiles, and you'll offer business value beyond just posts.
- Become a Center for Excellence around social media within your company. Educate and train employees, and you'll gain buy-in. Answer questions about the social media space, even when they don't fall within your day-to-day job.

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- Work with your legal team to develop and implement a social media policy (if you haven't already). Once complete, take ownership of training employees on that policy to gain wide buy-in within your organization.
- Get the right metrics! C-Suites don't care about clicks, likes, and favorites. Translate the language of social media into business and marketing terms. ROI, conversion rates, the role of social media within customer journeys, etc.
- Integrate, integrate, integrate. Whether it's content, budget, or metrics, demonstrate your understanding that social media is just one piece of the marketing puzzle.
- Show how social media fits into the broader marketing picture alongside things like your web presence, advertising, events, emails, and other channels. At the end of the day, social media is just one channel to reach customers.
- Look for an apples-to-apples approach to sharing social media impact. Are there KPIs used for other channels? Advertising metrics? How does your marketing team define success? Fold social media into that.
- Sponsored content is a form of advertising. Treat it as such. You may be competing for dollars with other advertising efforts you're already doing.
- Refine your content and channels before you move into sponsored content. For example, does content on products or thought leadership perform better? Are you seeing more engagement on Instagram or Snapchat?

# Appendix

- Go to where your audience is! Is your audience on Twitter or Facebook? Which channels give you the best targeting to reach the people you want? That's where you should leverage your sponsored content budget.
- Integrate sponsored content performance with other metrics to ensure a holistic view among leaders.
- Get buy-in before you ask for budget. Success is a 3-step process:
  1. Support for leaders. (Do they “get” social?)
  2. Trust from leaders. (Do they let you grow and evolve?)
  3. Budget from leaders. (After you gain support and trust, then you can ask for budget to support paid content.)
- Strive to answer the question, “What is social media doing for our bottom line?” in one sentence.