

Shift Conference Social Media Marketing Plan

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Executive Summary

Shift Conference has a wide range of market segments, ranging from organizational leaders to pastors looking to create disciples outside their church walls. However, this conference is not based on age or position, and is intended to help those involved in their churches become externally focused. Shift Conference is intended to help those feeling stuck in ministry Shift.

The primary focus of this SMM plan is to use the social web as a means to find, engage, attract, and retain this specific market analysis. This thorough examination and appraisal has resulted in a set of specific actionable social media goals and strategies for researching those goals as well as the best social media tools for successfully executing and monitoring the plan.

Social media goals for the Shift Conference include:

- Strengthening the brand
- Informing customer
- Generating and implementing the ideas of the conference
- Promoting advocacy
- Search engine optimization (SEO) to increase ticket sales and conversions

A set of comprehensive social media strategies will be employed to achieve the above goals. These strategies include listening, interacting, engaging, influencing and contributing to the social web. In addition, this plan describes how the progress will enable the plan's execution to be turned to obtain optimal results.

A detailed budget shows cost of implementing the plan. The plan concludes with a discussion of how to determine return on investment. The team leader responsible for preparing, overseeing, and executing the plan include the VP of marketing, Lisa Shea; the director of communications, Mark Jones; and the SMM manager, Susan Monroe.

Brief Overview

Shift Conference was created to help stuck churches move again. We are passionate about helping other organizations making a shift in organizing culture by being relevant and making disciples. The conference wants to see more churches baptizing and bringing people to Christ by making this “shift” and changing the church culture into building a mission of reaching people for Christ. We also aim to create a culture of creating disciples.

Shift Conference events serves a higher purpose for churches by being internally focused as well as help other churches be externally focused. Over the years, we have helped churches grow their members and unite disciples. We brings value to our market by first deepening our faith to help deepen the faith of others, shifting the way churches think, and revitalizing churches.

Competitive Analysis

By carefully listening to the social web and thoroughly assessing the company’s social media resources, the following **Social Media SWOT Analysis** identifies the company’s strengths and weaknesses on popular social media platforms, as well as the potential opportunities and threats posed by competitors and technological advancements on the social web shown in the table below.

<p>Strengths</p> <ul style="list-style-type: none"> ● New and exciting content ● Has a specific customer connection ● Creates a safe space for those who are stuck 	<p>Weaknesses</p> <ul style="list-style-type: none"> ● Reaches many crowds ● Difficult to understand the posting technique of each platform. ●
<p>Opportunities</p> <ul style="list-style-type: none"> ● Vast reach to the target market and more ● Engagement to understand the market and what to offer ● Opening the doors to share the gospel in unique ways 	<p>Threats</p> <ul style="list-style-type: none"> ● Time commitment ● Having to schedule for the correct times on each site ● Possible technology malfunction

Since Shift Conference's social media platform strengths and external opportunities are substantial, the SWOT Matrix recommends the pursuit of an S-O (Strength-Opportunity) strategy, which advises Shift Conference to pursue opportunities on the social web that are a good fit for the organization's social media platform strengths. As a consequence of this SWOT profile, the company should focus resources on the social media platforms: Facebook, Twitter, Instagram, and a mobile strategy. These platforms represent the best opportunities for the company and are a good fit for the organization's strengths.

Goals

In consideration of the above reconnaissance and analysis, it is apparent that a significant opportunity exists for the Shift Conference to attract and retain church members with a comprehensive SMM campaign.

The following social media goals are designed to achieve this undertaking:

- Strengthening word-of-mouth recommendations
- Improving customer satisfaction
- Generating and implementing the ideas of the conference
- Promoting advocacy
- Search engine optimization (SEO) to increase ticket sales and conversions

Strategies

Shift Conference will pursue a highly aggressive set of strategies for its SMM campaign. Such as a comprehensive approach is obviously not without risk because it represents a sizable investment in personnel, and is time consuming and expensive. In addition, since no one controls the social web and since blunders do harm to a brand, in depth engagement standard will be established for company employees interacting on the social web.

Listening to the social web to determine where the company brand is being mentioned, who is talking about it, and what attracts consumers to the brand.

Interacting with customers on Facebook and Instagram, where high concentrations of the target audience resides. Always acting as a contributor, not an over promoter, to strengthen the brand by improving brand awareness, recognition, and perception. In addition, connecting with churches on Twitter to create and improve relations.

Engaging customers to drive word-of-mouth recommendations with YouTube viral brand videos and Instagram pictures showing the welcoming, friendly atmosphere at each church event or service.

Influencing the target market with YouTube videos that feature testimonial interviews of churches and organizations that Shift Conference has helped grow in number, enlisting them to help shape opinions about the company's services to promote brand advocacy on the social web.

Connecting with customers by starting a Facebook group with surrounding communities to better connect churches.

Target Market

Shift Conference has a wide range of market segments from large, well established churches to smaller, newly developed churches. However, current churches feeling stuck and unable to move forward or progress in their ministry is the main target market.

Platforms

Shift Conference is currently working on creating their social media platforms for Facebook, Instagram, and Twitter. It will be important for the conference to use these platforms to reach the desired target market.

Implementation

The above goals, strategies, target market, and platforms have been taken into consideration in creating the following actionable social media platform-specific tactics. In addition, this section of the plan indicates how content will be generated efficiently and effectively for each social media platform, as well as assigning staff to be responsible for carrying out these tactics and preparing content for dissemination on the various platforms.

Platform Specific Tactics and Tools: The Shift Conference should use Hootsuite considering it allows keeping track of all company run social media accounts as well as employs many other features for tracking analytics. Buffer can also be used; it just manages accounts in a simpler format.

Facebook-They can improve content by:

- Posting content of interest to the target market such as popular sermons, music, scripture, funny YouTube videos, events, etc.
- Posting content two times each day
- Light or spiritually lifting ads to direct traffic to the event website
- Campaigns to encourage Facebook fans to post their own content

Twitter- They can improve content by:

- Providing content that is fun, interesting, and valuable
- Using link-shortening services such as bit.ly to track real-time interest in posts
- Retweeting to increase sharing of Shift Conference content in return

Instagram- They can improve content by:

- Cross-marketing by using Facebook and Twitter to promote videos
- Posting creative, entertaining media
- Replying to comments daily
- Using hashtags, headlines with hashtags and emojis to generate attention and engagement

Monitoring

Tracking: Shift Conference will implement a sustainable and actionable tracking plan that identifies the right keywords to find and follow the relevant data on the social web. The tracking plan will choose optimal topics of focus, select platforms with the greatest concentration of the target audience, identify optimal keywords and phrases by studying how people actually describe brands or other topics, use Boolean operators to zero in on the desired data, and adjust searches when they do not produce the desired results. It will also identify hashtags that are relevant and follow them. It will develop brand hashtags for appropriate campaigns to help track campaign results.

Measuring- Quantitative metrics: With the above considerations in mind, the table below lists the quantitative metrics that have been chosen to measure progress in achieving Shift Conference marketing goals on the social media platforms chosen for implementation in this plan.

Social Media Platform	Quantitative Metrics for the Next Year
Facebook	<ul style="list-style-type: none"> ● 70% growth in the number of likes ● 80% growth in the number of fans <ul style="list-style-type: none"> ● 50% growth in the number of comments and likes on admin posts ● 5% growth in the number of response time ● 40% increase in visits to company website from Facebook ads
Twitter	<ul style="list-style-type: none"> ● 70% growth in the number of followers ● 40% growth in the number of retweets ● 56% growth in the number of mentions ● 20% increase in visits to website from links ● 5% increase in website conversions from tweet links
Instagram	<ul style="list-style-type: none"> ● 30% growth in the number of replies ● 36% growth in the number of page views <ul style="list-style-type: none"> ● 40% growth in the number of comments

Social Media Monitoring Tools: Platform-specific metrics will be used to monitor all active platforms. Google Analytics also should be used whenever possible. Google Analytics will be important in identifying social media platforms as the source of traffic to the Shift Conference website and in tracking their activities on the site. Another tracking tool they could use is Hootsuite. That would allow the conference to keep track of all the social media platforms and schedule posts.

Tuning: The SMM team will constantly monitor and adjust the elements of the plan to maximize the chances of success. Shift Conference process in implementing its social media strategies will be continually assessed, and then, based on this assignment, strategies and tactics will be adjusted to optimize goal achievement.