





## Short term objectives:

t \*ODSFBTF SFDPHOJUJPO

Insert actions to be taken here

Example: X number of posts

Blog publication schedule

Add RSS button

Include social share buttons

t \*ODSFBTF FOHBHFNF OU

Insert actions to be taken here

Encourage comments, forum pages, etc.

Add social share buttons

## Key Metrics:

t /VNCFS PG QPTUT

t /VNCFS PG TPDJBM TIBSFT

t "VEJFODF HSPXUI VOJRVF BOE S

t \$POWFSTBUJPO SBUF

t \$POWFSTJPOT

t 4VCTDSJCFST

t \*OCPVOE MJOLT

t



# SOCIAL NETWORKS - X hours daily/weekly/monthly



## Short term objectives:

t 'BDFCPPL 'BO 1BHF

Insert strategic objective

Share a mix of relevant links, engaging content, videos, and polls

Make sure you promote upcoming events and create them in the events tab

X posts per day

Engage with influencers

t -JOLFE \* O

Insert strategic objective

Create a group

Add something about posting content to the LinkedIn company page

Identify other groups to follow and participate

Encourage employee participation

Monitor and participate in Q&A

X posts daily

t ( P P H M F

Optimize for SEO

X posts per day

Share engaging content, videos, images, and relevant links

Comment on posts

Utilize Google Hangouts

Create and promote upcoming events

t 1 J O U F S F T U

Create boards leveraging both content and company culture

Follow other businesses, thought leaders, customers, and partners

## Key Metrics:

t 'BDFCPPL -JLFT BOE QPTUT

t -JOLFEJO 'PMMPXFST

t 3FGFSSJOH USBGýD

t -JOLFEJO (SPVQ NFNCFST

t -JOLFEJO %JTDVTTJPOT

t (PPHMF \$JSDMF BEET GPMMPXFS

t (PPHMF NFOUJPOT

t 1JOUFSFTU QJOT BOE GPMMPXT

t ,SFE BOE ,MPVU TDPSFT

# MICROBLOGGING (TWITTER) hours daily/weekly/monthly

Short term objectives:

Key Metrics:

t 1SPNPUF DPOUFOU UISPVHI 5XJUUPSMMPXFST

t 4FHNFOU JOpVFODFST BOE DSFBUFFMUTBOT

t 6UJMJ[F QSPNPUFE 5XFFUT t 3FUXFFUT

t \$PNNVOJDBUF TVQQPSU JTTVFT GSPNXFFUJBM BDI

.FEJB UP TVQQPSU UFBN FOTVSF GPMMPX YP BDI

t -JTUFO UP SFMFWBOU DPOWFSTBUJROT /VNCFS PG MJTUT

t #VJME SFQVUBUJPO

t 4PDJBM \$BQJUBM JOpVFODF PG 5

t /VNCFS PG QPUFOUJBM QSPTQFD

t 1PTUT

# SOCIAL PR (BLOGGERS) -

Short term objectives:

Key Metrics:

t 6QEBUF CMPHHFST PO B SFHVMBtS 1CFTUJT BZCPFDJBM MQSFTT

OFX UIPVHIU MFB EFSTIJQ BOE OFX QSPEVDUT 3FGFSBMT GSPN TPDJBM QSFTT

t \*OUFSBDU XJUI QMVT JOUFSWJFX WJEFP FUD BU

BMM SFMFWBOU NBSLFUJOH DPOGFSFODFT BOE MPDBM  
FWFOUT

# BOOKMARKING/TAGGING - X hours daily/weekly/monthly

## Short term objectives:

Post key thought leadership to:

- t 3FEEJU
- t %JHH
- t 4UVNCFVQPO

## Key Metrics:

- t 3FGFSSBMT GSPN CPPLNBSLJOH U
- t 1BHFT SBOLJOH PO LFZ UFSNT GS  
CPPLNBSLJOH UBHHJOH TJUFT
- t 7JFXT BOE TVCNJTTPOT

## Participate in communities:

- t 3FWJFX CMPH TPVSDFT UP JEFUJGZ BEEJUJPOBM  
CPPLNBSLJOH TJUFT UIBU NBZ ESJWF USBGýD

# PEER TO PEER SOCIAL SHARING APPS - X hours daily/weekly/monthly

## Short term objectives:

## Key Metrics:

- t "EE B TPDJBM FMFNFOU UP FWFSZ4DBNDBJHSPUM F EBUB DBQUVSF  
FYQBOE SFB DI BOE JODSFBTF FQHPHNFU  
t 4IBSF WJEFPT SFWJFXT SBUJOHT\* BOE QPMNT  
t 6TF QSPNPUJPOT BOE DPOUFTUT, UP JOSFBE ZPWS  
NFTTBHF MJLF SFGFS B GSJFOE BOE bBTI EFBMT  
t \*OpVFODFST BOE GBOT  
t \$BNQBJHO QFSGPSNBODF BOE 30  
t 5SFOET PWFS UJNF

## Short term objectives:

- t 1BSUJDJQBUF PO SFMFWBOU NFTTBHF CPBSET  
CMPHT BOE 2 " QMBUGPSNT
- t 1SPWJEF JOTJHIU BOE UIPVHIU MFBEFSTIJQ XJUIJO  
ZPVS DPNNFOUT
- t 0OMZ JODMVEF B MJOL CBDL XIFO SFMFWBOU
- t 8PSL QPTJUJWF DPNNFOUT JOUP ZPVS QPTUT BOE  
UXFOJCPMMPX VW=UIFO

Short term objectives:

Key Metrics:

t 6QEBUF WJEFPT PO TPDJBM WJEFPTGJESBOTE GMSPOL TPDJBM WJEFPT  
 DPSF TJUF t 7JFXT PG WJEFPT PO TPDJBM TJUF  
 YouTube t 1BHFT SBOLJOH PO LFZ UFSNT GSPN  
 Facebook  
 t \$SFBUF WJEFPTFSJFT GPS :PV5VCF

# PHOTO SHARING -

Short term objectives:

Key Metrics:

t &ODPVSBHF FNQMPZFFT UP TIBSF BOZFSBMSFGSPN HQIPUP TIBSJOH  
 BOE NBSLFUJOH SFMFWBOU QIPUP T JFXT PG QIPUP T PO TPDJBM TJUF  
 NBSLFUJOH PS TBMFT FWFOUT t 1BHFT SBOLJOH PO LFZ UFSNT GSPN  
 t 5BLF QJDUVSFT PG BOZ SFMFWBOU NBSLFUJOH FWFOUT  
 t 6UJMJ[F QIPUP TIBSJOH TJUFT UP TIBSF JNBHFT  
 XJUI MJOLT CBDL UP CMPH BOE DPSF TJUF  
 Flickr  
 Facebook Photo Gallery  
 Our Blog  
 Google Plus Photo Albums

# PRESENTATION SHARING - X hours daily/weekly/monthly

Short term objectives:

Key Metrics:

t \$SFBUF 9 4MJEFTIBSF QSFTFOUBtU'JPMTPXFS TRVBSUFS

t 1PTU XFCJOBST TMJEF EFDLT JtO GPHISFOUBDTJ POT

t 0QUJNJ[F GPS 4&0

t 1SFTFOUBUJPO WJFXT

t (FOFSBUF WJFXT BOE MFBET

t /VNCFS PG MFBET HFOFSBUFE

t 5PUBM WJFXT

t %PXOMP BET

t 'BWPSJUFT

t 5XFFUT

t 'BDFCPPL MJLFT

sl

## ADDITIONAL NOTES & OBJECTIVES

t .BUDI #VZFS 1FSTPOBT UP 4PDJBM .FEJB TJUFT BEKVTU TUSBUFHZ

t 5SBJO TBMFT BCPVU CFUUFS VTF PG TPDJBM NFEJB

t \$SFBUF DPNQBOZ TPDJBM NFEJB QPMJDZ

t %JTDVTT TPDJBM NFEJB QPMJDZ XJUI 4&0 BOE 4&. WFOEPST

t &ODPVS BHF FNQMPZFFT UP CF BDUJWF QBSUJDJQBOUT JO TPDJBM



# ABOUT MARKETO

Marketo is the fastest growing provider in Revenue Performance Management. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services and expert guidance are helping enterprise and mid-market companies around the world to turn marketing from a cost center to a business-building revenue driver. Marketo also offers Spark by Marketo™, a new brand of marketing automation tailored specifically for small businesses — the fastest-growing and largest segment of today's economy.

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