



## BRANDED SOCIAL MEDIA CHANNELS QUICK PLAN

### Description

SocialMedia8 can create Branded Channels – an online channel designed in the look and feel of a specific brand, within an external medium, portal, community or social network – which allow marketers to create a bespoke interface, customizing the look and feel of their presence within a specific social space. By creating a destination page on social networks such as YouTube, Facebook or Twitter, a brand has the opportunity to create a truly persistent relationships with their audience.

Our social media team can provide the strategy, concept, development, maintenance & monitoring and buying of Branded Channels on all (global) social networks.

### Purpose

Build excitement and engagement around a brand, share information related to the brand and its products & services. Share user-generated videos on the fan page for users to vote and/or discuss. Share write-ups on the fan page for users to vote and/or discuss. Touch upon the brand through content. Post profiles, videos, news, articles and encourage users to post content based on the brand theme. Offer information pertinent to customers. Highlight information related to key features, dealership and special offers. Start discussion topics focusing on the product buzz and launches.

Brands have the need to understand the consumer buzz:

- Understand what is driving recommendations and advocacy
- Understand the volume and sentiment of consumer discussion as well as the subtle differences between markets
- Understand which brand values are discussed and why

SocialMedia8 can offer monitoring of conversations and can respond on behalf of the brand when needed.

### Succes outcomes

Branded channels, fan pages, communities and hubs can increase brand interactions up to 50% and can increase prompt awareness, preference and advocacy up to 15% (Metrix Lab). SocialMedia8 can also provide community management, moderation, content creation and measurement.

Social Networks give the audience the means and chance to interact with each other and the brand. Content provided by brands on Branded Channels are conversation starters, meaning that the audience will start the interaction amongst each other and towards the brand.

## Guiding principles

Social media and Branded Channels bring an **attractive value proposition** to the consumers that are most willing to engage in their online decision making and buying process. Most value propositions lack a **human connection** with the journey of discovering the need for a particular product or service. Social media marketing offers that human connection.

Stories of successful buyers and their journeys provide the missing ingredient for deeper engagement in a buying decision-making process: **human connection with personal stories**. Online reputation, positive reviews and ratings by influencers are the **decision making differentiators** in the buying process of Digital Natives, advertising comes next. 92% of all 16-34 year old consumers only buy a product if their network of social influencers or connected peers have written a positive review about it (Forrester Research).

Branded Channels help consumers to interact and engage with the brand, get new information first and are the drivers of trial, purchase, product recommendations and peer advocacy.

## Deliverables

Completion of the project will provide the following:

- One or multiple Branded Channels (i.e. Facebook, Twitter, Netlog)
- Channel to provide information, news, updates to communities, brand fans, consumers
- **Valuable recommendations** and consulting by leading SocialMedia8 specialists to optimize and energize the channel, hub, fan page or community
- **Optional:** community moderation, content creation, promotion and measurement

## Timeline

Creating 3 Branded Channels will take 4-6 weeks. Signed budget approval needed 4 weeks prior to project start. Fill out briefing template: 1 week prior to project start.

## Work steps

The figure below depicts the production of Branded Channels, Fan Pages, Hubs and Communities:



Client will provide a clear briefing with objectives, target audience, target markets and brand guide for the branded channel, fan page, hub or community. The SocialMedia8 Account Director will send a detailed proposal to client for approval. After signed approval the Account Director and Strategy Director will create a de-briefing for the client. SocialMedia8 will send a detailed planning with all deliverables and milestones to client.

SocialMedia8 will comprise a Brand Channel Strategy based on the project briefing. SocialMedia8 will perform a final-pass edit for clarity, logic, and meaning, submitting the Brand Channel Strategy for detailed analysis by the client.

After the strategy a Concept will be created for a Branded Channel. Upon approval of the client SocialMedia8 will start with the design. Once final designs have been approved, production phase will start and go-live of the Branded Channel.

## Case studies

SocialMedia8 is WPP's leading social media marketing agency with offices in Amsterdam, London, Milan and Madrid. We are a WOMMA member and fully compliant to their code of ethics. We have created Branded Channels, Fan Pages, Hubs and Communities and developed social media marketing programs for over **100 leading brands**. Please see our [case studies](#) here.