



## NATURAL SEEDING PROGRAM QUICK PLAN

### Description

Program from SocialMedia8 that earns attention for brands by seeding compelling branded content (online videos, trailers, widgets) towards opinion leading bloggers and online influencers within the social media landscape (micro-blogs, blogs, forums, communities, social networks, social bookmarking sites and video sharing portals).

### Purpose

Create buzz, free PR, awareness, engagement, participation, advocacy and high reach at low cost per contact for brands, products or services among a group of influencers and opinion leaders that influence the purchase decision of their socially connected peers.

### Success outcomes

Average of 50 blogs postings, 600.000 video clip views at very low costs per contact, free PR or Media value of 50.000 EUR and 100% increase of natural Google results within a period of 90 days (benchmark is: strong content and a seeding program in 5 markets).

### Guiding principles

Social media and viral marketing 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. Around 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).

### Deliverables

Completion of the project will provide the following:

- **Social seeding strategy** to specific marketing and communication objectives
- **Social media planning** and influencer identification on topics and target markets
- **Smart seeding copy** that wraps content in a very relevant but pleasant tone of voice
- **Compelling meta data** based on popular keywords to create consumer connectivity
- **Outreach and seeding** to thousands of social influencers and relevant social sites
- **Advanced reporting** created by experienced and skilled social media specialists
- **Proof of ROI** and valuation of content by leading technology ViralTracker®
- **Valuable recommendations** and consulting by leading SocialMedia8 specialists
- **All natural seeding** under the **WOMMA** code of ethics to protect your brand

## Quantification

Number of blog postings, number of viewed assets (video, trailer, widget), consumers ratings and reviews of the content and estimated free PR value, all in extended report.

## Timeline

Signed approval needed 4 weeks prior to campaign start.

## Work steps

The figure below depicts the production of natural seeding programs:



Client will provide a clear briefing with objectives, target audience, target markets, destination campaign website or hub, budget indication and overview of seeding assets (videos, trailers or widgets). The SocialMedia8 Account Director will send a detailed proposal to client for approval.

After signed approval the Account Director and Strategic Social Planner will create a de-briefing for the client. SocialMedia8 will send a detailed planning with all deliverables and milestones to client. SocialMedia8 will perform a final-pass edit for clarity, logic, and meaning, submitting the social seeding strategy for detailed analysis and correction by the client.

Upon receiving the approved strategy, SocialMedia8 will layout copy (and graphics) in a detailed seeding/ outreach mail, where appropriate, embedded URLs linked to branded destinations. Client will get real-time campaign insights via the ViralTracker dashboard (URL, username and password will be provided) and get detailed monthly reports with success outcomes and valuable conclusions and recommendations by social media experts.

## Optional extras

As an additional option SocialMedia8 offers the creation and production of a **digital buzz toolkit** (or in plain English: a multimedia press release) which contains all important campaign assets like: copy of a connecting story, visuals, logos, links to social pages and campaign site and embedded videos. that can increase the uptake, reach and response of natural seeding programs with 100%. Please see the example of the successful **Heineken International [buzz toolkit](#)**.

To increase guaranteed reach, awareness and response SocialMedia8 can perform paid seeding.

## 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 performed seeding campaigns and social media marketing strategies for over **100 leading brands**. Please see our [case studies](#) here.