

HOM Training

Module 2 | Services, Strategy, and Clients

Module 2 Overview:

- HOM Services Overview
- HOM Client Introduction
 - Client Overview Activity
- Building a Digital Strategy
 - Digital Diagnosis
 - Client Goals
 - Competitor Analysis
 - Target Audience
 - Client Voice
 - Account Management
 - Account Maintenance

HOM Services

- Review the [HOM Services Overview](#) Document

HOM Clients

- HOM Who are they?
 -  2022 Client Overview.pdf
 -  2022 Client Workload.pdf
- How did we get them and how are they connected?
 -  2022 Client Network - Diagram.pdf

Client Overview Activity:

1. Take time to review our clients on all digital platforms.
 - o Bonus points if you can identify ones that aren't listed 😊
2. Follow & Like all of our clients and other associated pages on all social platforms.
3. Assess each of their accounts.
 - o Take notes of client voice, current strategy, audience, post performance, post types, any missed opportunities.
 - o Identify the client's marketing goals.
 - o Determine what's working and what's not. What can we do to strengthen their profiles?
4. Review, present, and discuss your findings with the team.
 - o This isn't meant to be a pretty designed presentation, this is intended for you to get to know the clients on your own and evoke a conversation.

Complete the  Module 2 Activity - Client Overview - 2022 by making a copy of the Slide Deck and filling it in.

Building a Digital Strategy

It boils down to how can HOM help the client or potential client?

Start with a Digital Diagnosis

A digital diagnosis or a digital audit is where most of our conversations begin with new clients. They want to know what they could be doing better or they need help making what they envision come to life. In both of these circumstances, we are professionals in our industry who are here to give them opinions and guidance based on our experience across multiple industries.

What is a Digital Diagnosis?

- Assess their digital presence by diving deep into each of their accounts. Use a fine tooth comb to write down all the missing pieces and things you may notice. Paying extra attention to:
 - Social Media
 - Website
 - Searchability
 - Brand Consistency
- Take notes of client voice, current strategy, audience, post performance, post types, any missed opportunities.
 - Identify the client's marketing goals.
 - Determine what's working and what's not. What can we do to strengthen their profiles?
- Discuss with the client or potential client and then help them create steps to remedy the gaps or get them closer to their goals.

How does a digital diagnosis change if we don't know the brand?

- There are a lot more undefined aspects that we don't have the answer to when we don't have access to see analytics and verify how things are set up (and if they are set up correctly). These factors could all be unintentionally impacting metrics and ROI.
- Key point being, there will always be x-factors. Let's identify the things we know will make an impact and address those first.

From Problems to Solution

The digital diagnosis is key to creating a list of identifiable problems (aka... places that are paved clearly with room for improvement). Our solution is *almost always* a combination of utilizing our expertise and combining it with the goals and vision of a potential or existing client.

Here are some things to consider when coming up with a solution or proposal:

Determine Client Goals

Goals can change ALL THE TIME - depending on current events, time of year, product releases, algorithm changes, services you're promoting at the time, etc.

Try to determine what the client's goals actually are.

I used to hear things like "I want to get more followers or more likes on each post", or "I'd love to make more sales on my website." Take their pain points and compare it to the digital diagnosis to define the goals.

What is the client hoping to achieve? It's okay if this is different on each platform, quantify them in categories if possible:

- **Increase Awareness**
 - Brand Awareness / Reach / Impressions
- **Increase Users**
 - Followers / Page Likes / Subscriptions
- **Increase Engagement**
 - Engagements / Comments / Likes / Saves
- **Increase Sales**
 - Website Visits / Click-Through / Purchases

What Solutions already exist?

Look at what solutions exist in the same digital realm, what are competitors and other brands doing? You probably assess this without even realizing it, and if you don't... you will be soon! This is a great way to get a good foothold on what competitors and other businesses doing, who their audience is, what their messaging is, and *most importantly* if it's working!

Identify your Competitors

- What social media platforms are they on?
 - How many followers do they have on each?
 - How often are they posting?
 - What are they doing on those platforms now?
 - What did they do before?
 - Who are they targeting?
- Is their social strategy working for them?
 - How much engagement are they getting on each post?
 - Who is engaging with their posts?
- What shows up when you Google them?
 - How many reviews do they have?
- What keywords are they using?
- Is their business a threat to yours?
- Where can you improve your strategy?

Use whatever tools make sense to capture your notes and information. I suggest a

spreadsheet to keep track of competitors in a single place. Here's a great example of a recent competitor analysis: [Competitor Analysis - Western Son Vodka](#)

Identify the Target Audience

- Age
- Location
- Interests
- Stage of life
- Spending Power
- Keywords

If the client is selling B2B products, the target audience categories will look a little different.

- Business size
- Industry
- Decision Makers
- Location

How does the target audience use social media and the internet?

When you create new content, start from your audience's perspective.

- Why do they use social media networks?
- What kinds of ideas are they looking for?
- How can you help them make decisions?

Social media is subjective.

You like what you like and what they like is probably very different. Learn as much as you can about the target audience to tailor the content to be something that they can enjoy, relate to, laugh at, or participate in.

Using social media personally VS for business.

Besides the fact that personal accounts and business pages are physically set up differently, it is important to understand that there is a significant difference between these 2 distinct types of users. Take the time to learn from the way you use FB in your personal time to help adjust and improve the way you use it as a business.

From Solution to Strategy

Currently we are fundamentally building a solution that includes several things:

- 1) Ways to immediately improve the accounts
- 2) Client goals
- 3) Competitor analysis
- 4) Target audience

In order to take our working solution and shift it into a strategy we need to define a few more things, including client voice and how we plan to manage and maintain that with all the other aspects considered.

Client Voice

- How does the client want their brand represented in person?
- How should someone feel when they purchase the client's product or service?
- What problems does their product or service solve?

Example: I worked with a personal organizer on a social media campaign, and a big thing that people feel when they use her services is RELIEF. So of course we should use those types of feelings before and after they utilize her service to our advantage when we create our content.

Account Management

There is more to strategy than knowing who the competitors, audience, and client are. It's also important to know who they want to become and how to maintain a relationship with them over time. For us to do that we need to create a plan for how we intend to manage all accounts across the board and do just that.

50% of Management and Strategy is based around consistency.

A client wants sole focus to be on their social media, however, consider where people go when they need more information? Google OR their Website. When people go to their website, they expect to see consistencies that make them believe they went to the correct site (the same logo, similar images, or similar wording). It brings peace of mind and builds trust with your audience.

Across the Board

It is important to consider management of digital assets, profiles, platforms, and accounts from all angles - be thorough in your assessment so that your strategy leaves no stone unturned.

Brand Consistency

This is a little pointer that applies "across the board". Meaning all social media channels.

The logo should be the same, the name of the company should be the same or very similar. It should be clear and immediately recognizable that all of these accounts belong to the same company.

- @ sign the same or similar
- Name of Company
- Bio
- Logo
- Cover Photo
- NAP

NAP - this is a great point to mention for SEO in general... The Name, Address, and Phone number should be the SAME everywhere it appears digitally. Pick a format and stick to it, for example:

👍 000-000-0000 ❌ 0000000000 ❌ (000)-000-0000 ❌ 000.000.0000

Account Maintenance

Interaction

Keeping in touch with the audience and maintaining the client's voice, personality and brand consistency is what will keep the client, their products, or their service top of mind.

- Community Engagement
 - Make sure to consider how to maintain a high response rate, and create strong connections to the clients audience by engaging with the online community.
 - Interact with people who like, comment, share, review, and message clients.

Content Development

- Content Creation and Production
 - Quality content doesn't just mean high resolution. It means understanding what your audience likes and delivering it to them regularly.
 - It also means practicing brand consistency in timing, frequency, messaging, and visuals.

Feedback

- Analytics and Account Performance
 - Did this content, campaign, or ad do what I initially wanted?
 - Did you get more orders, more click-through, or more calls?
 - Did the content accurately represent your goal?
 - How could the content be better in your mind, or compared to competitors?

Account Growth

This is something we are always looking for ideas and exploring new options. Right now we strongly suggest practicing a good mix of these strategies:

Interaction

Keeping in touch with the audience and maintaining the client's voice, personality and brand consistency is what will keep the client, their products, or their service top of mind.

- Hashtags

- Hashtags must be researched and used correctly for optimal results. Reference this [Hashtags: How To Document](#) to learn our signature technique for utilizing hashtags correctly.
- Engagement / “Getting Lost”
 - Interaction: Engaging with new audiences and different types of content will help algorithms determine to whom, and how much to display your content in similar threads.
 - Inspiration: Find accounts that are your #GOALS. See how other people are putting their digital strategy to use on each platform.
 - Baseline: Get yourself a baseline for where your competitors are at and where you would like to be at. Followers, posting frequency, the works.

Content Development

- Content Creation and Production
 - Quality content doesn’t just mean high resolution. It means understanding what your audience likes and delivering it to them regularly.
 - It also means practicing brand consistency in timing, frequency, messaging, and visuals.

Pay to Play

- Ads
 - A large part of social media and digital strategy is knowing that pay-to-play is inevitable for brands. You can’t target everyone, but you can sell to everyone.

Success! You've now completed Module 2!