

A Successful Facebook Campaign Starts with a Strategy

By Jonathan Fuhrman

By now, everyone realizes the importance of including Facebook as part of their online marketing efforts. It can no longer be called a fad, unlike teased hair, mullets and acid wash jeans. Fashions may come and go, but social media has forever changed the way organizations interact with consumers.

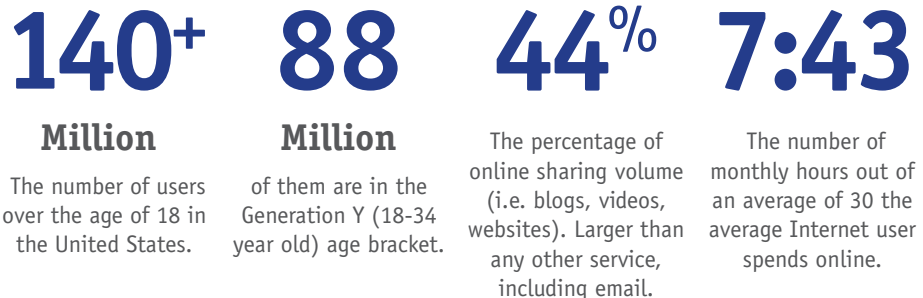
Credit unions across the country are faced with determining how to effectively use a channel such as Facebook to meet marketing objectives that include deepening relationships with existing members, or attracting new ones. While setting up a page is simple, many are unclear about how to develop and leverage this presence. The key to a successful Facebook campaign is to create a strategy behind it. While this sounds simple, it is something many organizations struggle with. However, spending a little time figuring out a road map to where you're headed is far better than stopping and asking for directions at every turn.

So, what does a social media strategy involve? It really depends on your credit union and its goals. While strategies vary based on objectives, they should:

- 1) Set the Rules** A social media policy is essential.
- 2) Establish Goals** What are you trying to achieve?
- 3) Define Your Voice** Facebook provides an excellent means to break away from rigid corporate communication voices.



facebook by the Numbers



4) Allocate Budget and Time The account may be free, but it takes employee hours to make all of it happen.

5) Determine Update Topics By predetermining regular topics, you'll never be stuck coming up with a new post.

6) Establish a Process Who in your credit union is responsible for content, approval, etc.?

7) Measure and React Track your progress on a monthly basis and make adjustments as needed.

By creating a strategy, your credit union will have a solid foundation for interacting with your followers. Most importantly, such guidelines clearly define internal roles and processes, which is essential for social media management. Once the strategy is set, the rest of the campaign work will start to fall into place.

Unfortunately, organizations large and small struggle with creating these strategies. There often isn't time in the day or enough internal knowledge to put all the pieces of the puzzle together. That is why Marketing Solutions is committed to helping credit unions

achieve social media success. We understand not only the complexities of social media, but industry best practices that make campaigns successful. Our team of online marketing experts works with credit unions to develop a custom strategy that defines all of the previously mentioned steps, along with elements that are unique to you. From strategy development to ongoing consulting, Marketing Solutions serves as a single resource for all your social media needs. To discuss how we can develop your social media presence, give us a call at (800) 262-6285 or email to info@cusolutionsgroup.com.

A survey of credit unions conducted this year revealed that of the 66 percent who have a Facebook page, only 30 percent had a strategy in place prior to launch. If your credit union doesn't have a page or a strategy behind one, make it an objective for 2012. □



Jonathan Fuhrman is marketing consultant for CU Solutions Group.