



# THE 10-MINUTE SOCIAL MEDIA AUDIT





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We're on a mission to double the size of 10,000 businesses and want to help you:

Drive More Traffic,

Produce Stellar Content,

Write Emails That Generate Clicks,

...and

Become the Smartest Marketer in the Room.

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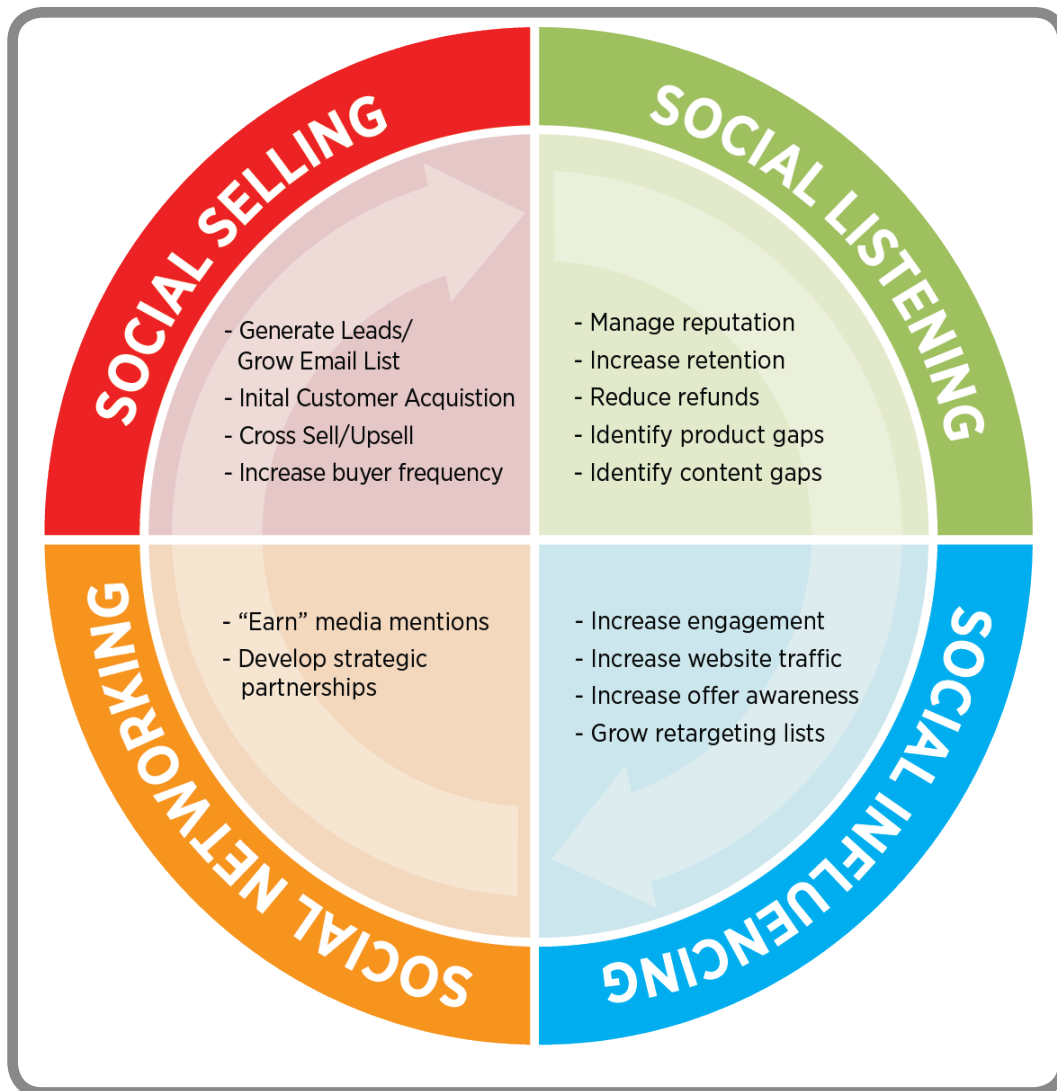


If you're like most companies, you're only leveraging 25% of the power of social media.

Here's why...


Social media marketing is made up of 4 equally important parts:

- **Social Listening:** Monitoring and responding to customer service and reputation management issues on the social web.
- **Social Influencing:** Establishing authority on the social web, often through the distribution and sharing of valuable content.
- **Social Networking:** Finding and associating with authoritative and influential individuals and brands on the social web.
- **Social Selling:** Generating leads and sales from existing customers and prospects on the social web.



Social media marketers, upon performing this 10-Minute Social Media Audit, often find they are only applying the power of 1 or 2 of these social media activities.


We'll further define each of these activities in just a second, but first let's get clear on your social media marketing goals.



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## STEP 1: CHOOSE YOUR GOALS



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There are 15 business goals you may be attempting to achieve with your social media marketing.

Each goal is met by employing 1 of the 4 categories of social media marketing tactics: Social Listening, Social Influencing, Social Networking or Social Selling.

Place a check mark next to the goals you would like to achieve with social media marketing:

### **Social Listening Goals**

- ☐ Manage reputation
- ☐ Increase retention (keep the customers you already have)
- ☐ Reduce refunds
- ☐ Identify product gaps (identify the product/service changes your customers/prospects want)
- ☐ Identify content gaps (identify the content your customers/prospects want or need)

### **Social Influencing Goals**

- ☐ Increase engagement (increase the # of people that know, like and trust you)
- ☐ Increase website traffic
- ☐ Increase offer awareness (increase the # of people that know what you offer)

## **Social Networking Goals**

- ☐ "Earn" media mentions (get interviews, links from bloggers, invited to speak at events, etc.)
- ☐ Develop strategic partnerships (develop mutually beneficial partnerships with influencers)

## **Social Selling Goals**

- ☐ Generate leads/grow email list
- ☐ Initial customer acquisition (generate new customers)
- ☐ Cross-sell/upsell (sell more to the customers you have)
- ☐ Increase buyer frequency (sell more often to the customers you have)

Now, take a look at the goals you would like to achieve and the social media tactics you'll need to meet them.

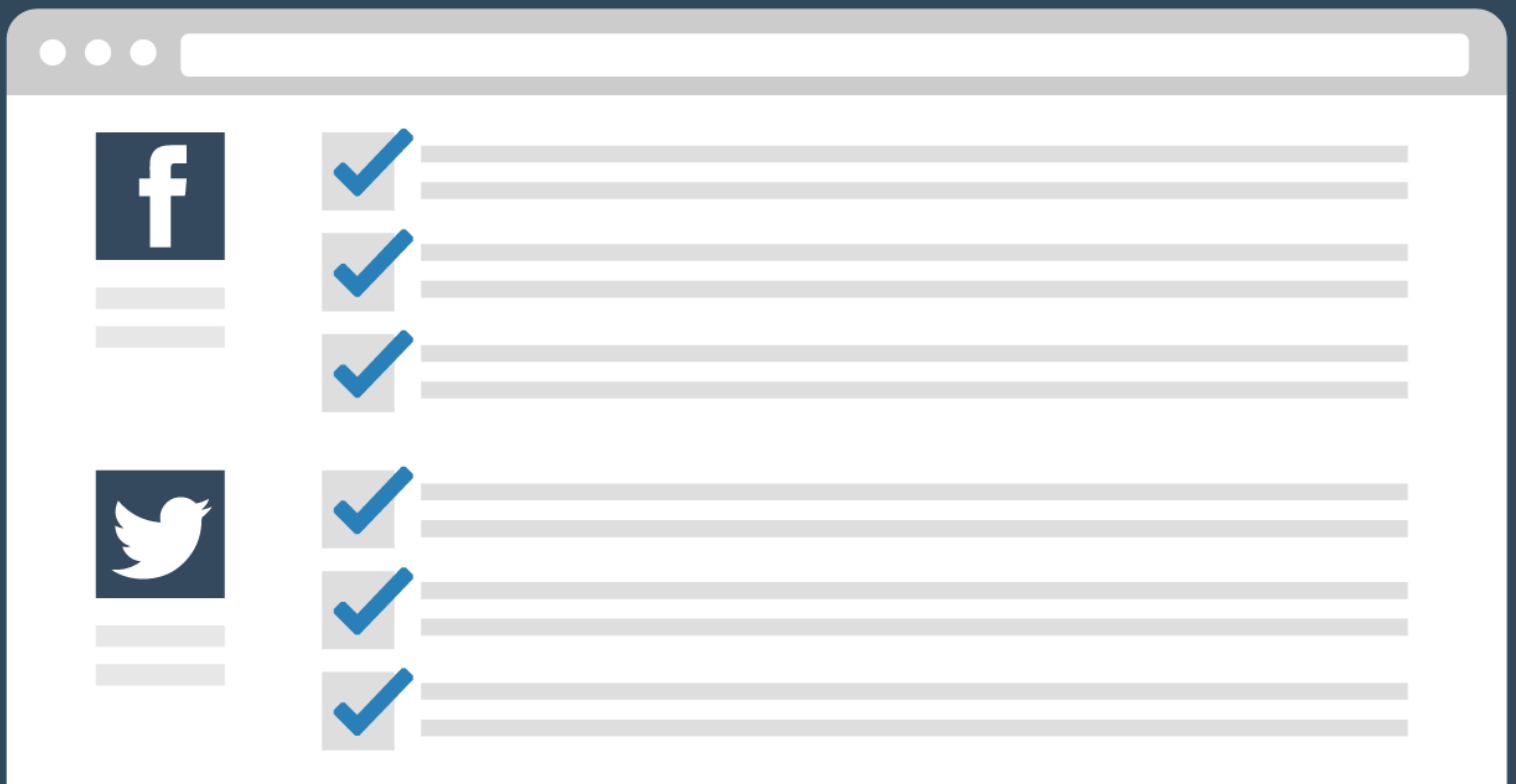
For example...

- If you want to **generate leads**, you'll need to **employ Social Selling tactics**.
- If you want to **manage your reputation**, you'll need to **employ Social Listening tactics**.
- If you want to **increase website traffic**, you'll need to **employ Social Influencing tactics**.

Make sense?

Now, let's audit your current social media marketing activity to determine the tactics you are currently using.

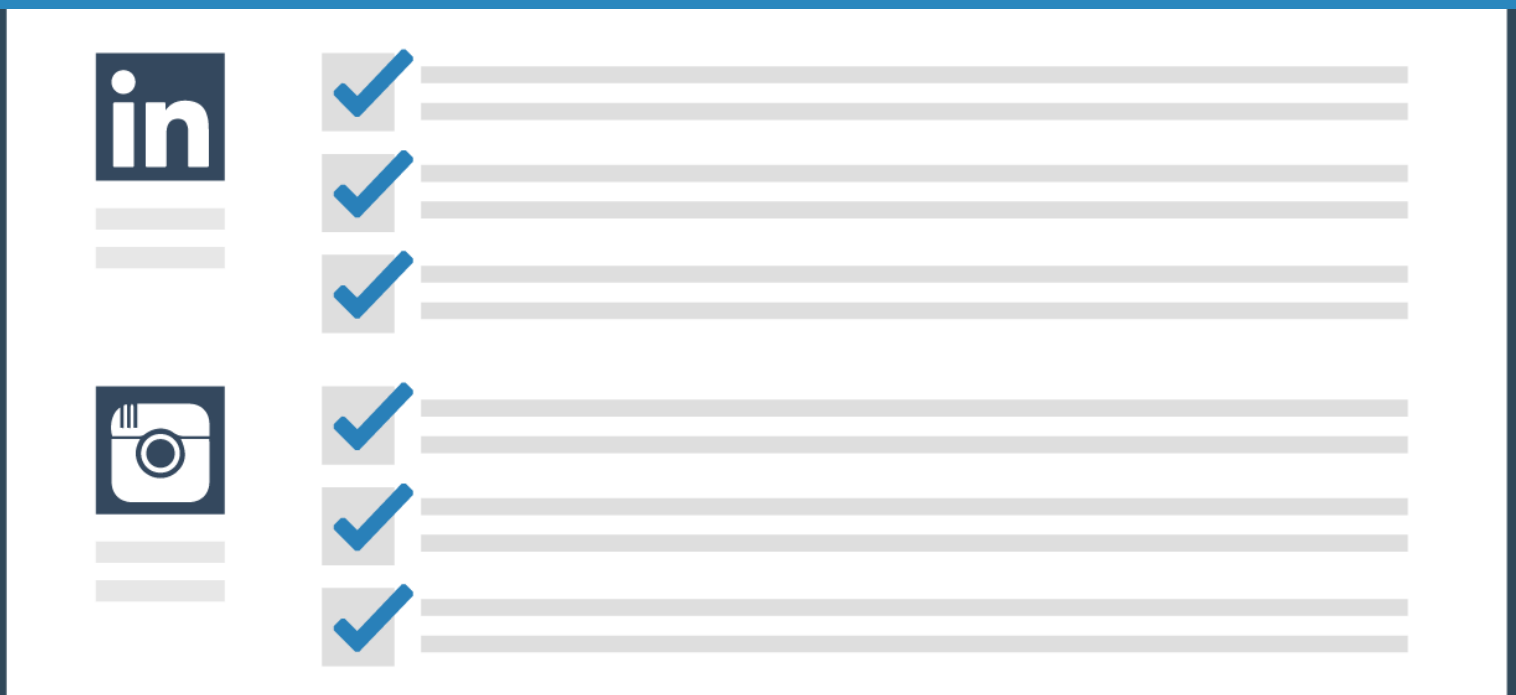




A browser window graphic containing a checklist for Facebook and Twitter. The Facebook section has a logo and three checked items. The Twitter section has a logo and three checked items. Each item is followed by two horizontal lines for notes.

Platform	Item	Status	Notes
Facebook		✓	
		✓	
		✓	
Twitter		✓	
		✓	
		✓	

## STEP 2: PERFORM THE 10-MINUTE SOCIAL MEDIA AUDIT



A social media audit checklist for LinkedIn and Instagram. The LinkedIn section has a logo and three checked items. The Instagram section has a logo and three checked items. Each item is followed by two horizontal lines for notes.

Platform	Item	Status	Notes
LinkedIn		✓	
		✓	
		✓	
Instagram		✓	
		✓	
		✓	

Before we begin the 10-Minute Social Media Audit, let's further define each category (Social Listening, Social Influencing, Social Networking, Social Selling) of social media tactics with some examples. These examples will make it easier for you to categorize your current social media activity during the audit.

## **Social Listening Examples**

Social Listening is about monitoring the social web (blogs, social media sites, forums, etc.) and responding to customer service and reputation management issues.

In other words, it's about listening to and becoming part of the conversations (both positive and negative) surrounding the brands, topics, competitors, influencers, and people connected to your company and industry.

When you listen to the social web, you'll achieve business goals like **reputation management, increasing retention, and identifying issues with your products and services.**



You'll "hear" and respond to negative feedback, but you'll also amplify and take note of the positive feedback from customers and prospects.



## Social Influencing Examples

Social Influencing tactics are designed to increase the amount of people who know, like and trust you and your brands. On the social web, this is best done through the distribution of content that entertains, educates, or inspires your customers and prospects.

When properly executed, Social Influencing will **increase website traffic and engagement with customers and prospects.**



Social Influencing will also **raise awareness for the products and services you offer.**

*"Hey honey, did you know Lowe's has an entire garden section?"*

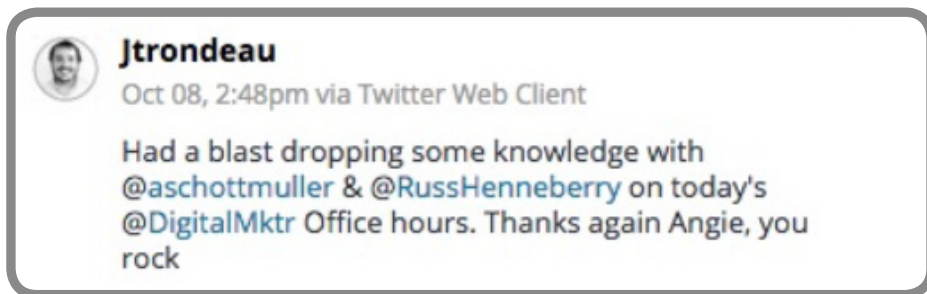


## Social Networking Examples

Social Networking is about associating with influential brands and individuals on the social web.

When properly executed, Social Networking will earn media mentions such as reviews and links from bloggers, interviews, and invitations to speak at events.

Networking is a two-way street. It starts with you giving media mentions to those you would like to associate with. Do that, and you'll find these influencers will reciprocate.



You'll also find that participating in Social Networking will lead to **mutually beneficial partnerships** with others.



**freekibble**

May 27, 4:05pm via Hootsuite

Through our partnership with @Petplan  
you get a great deal on pet insurance  
AND they'll donate 500 bowls of food!  
[ow.ly/Nvrvu](http://ow.ly/Nvrvu)

## Social Selling Examples

Social Selling is about **generating leads and sales from the social web**. Keep in mind, without Social Listening, Social Influencing, and Social Networking, your Social Selling tactics will fail.

That said, mixing in status updates that **generate leads** by requiring a prospect to enter their contact information to receive valuable content is a smart (and accepted) use of social media.





Deeply discounted product and service offers, when used sparingly, are an effective way to generate new customers and sell more to the customers you already have.



OK, enough examples. You're ready to audit your social media channels.

***Follow these instructions:***

Visit a social media channel where your company is currently active, like your Facebook page. If you don't have an active channel, audit a competitor's channel.

In the 10-Minute Social Media Audit worksheet (included below), you'll record the following for at least the last 10 social media updates:

- **The date of the update**
- **A quick description of the update**
- **The type of update** (is it Social Listening, Social Influencing, Social Networking, or Social Selling?)

At the bottom of the audit, you'll calculate the percentage of updates that fall in each category. For example, if 4 of the last 10 updates on your Twitter account are distributing your blog content, your current activity on that channel is 40% Social Influencing.

Repeat the process for each of your active channels.

[Download your 10-Minute Social Media Audit here.](#)

## 10-MINUTE SOCIAL MEDIA AUDIT

Social Network: \_\_\_\_\_

Channel Link: \_\_\_\_\_

Audit, at a minimum, the last 10 status updates you or your brand(s) have made on your primary social media channels. Map each update back to one of the 4 stages of the Social Success Cycle.

Date	Update Description	Update Type

Avg. Update Frequency \_\_\_\_\_

% Listening \_\_\_\_\_

% Influencing \_\_\_\_\_

% Networking \_\_\_\_\_

% Selling \_\_\_\_\_

Now, all that's left is to identify the gaps between your goals and your current activity.

- Are you wanting to **generate leads and sales from Twitter** but you don't currently employ Social Selling tactics on that channel?
- Are you hoping to **increase website traffic and raise awareness of your offers on Facebook**, but you don't currently employ Social Influencing on that channel?

Make changes to your social media marketing based on what you uncover in this audit.

Then, make the 10-Minute Social Media Audit a regular part of your social media marketing routine.

Want to learn more about the specific tactics needed to employ Social Listening, Social Influencing, Social Networking, and Social Selling?

[Click here to learn more about DigitalMarketer's Social and Community Mastery Course.](#)