

SOCIAL MEDIA MARKETING FRAMEWORK

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SOCIAL MEDIA MARKETING FRAMEWORK

Objectives

Measures

Methods

Activities

Monitoring

Contribution

Measurement

Content

Produced

Internal

External

Spontaneous

Conversation Channels

Public Channels

Organizational Channels

Initiatives

Steady State

Campaigns

Operations

Strategize

Plan

Create

Execute

Measure

Optimize

People

Process

Budget

Technology

Governance



GOODBYE!

