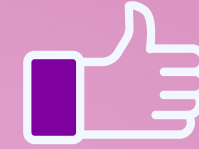


THE ESSENTIAL LIST OF TO-DOS FOR YOUR 2018 SOCIAL MEDIA STRATEGY



PART 3/4

11 What's your ROI?

What's giving you the most bang for your buck? There are quite a few Return on Investment formulas out there, but those that will matter to you will be very specific to your business. Source the numbers for your ROI calculations from Analytics. [Download Kissmetrics' guide to calculate lifetime value of your customer and thereby to determine your ROI.](#)

12 Follow the leaders

See what others in your industry and/or in your region – Dubai / UAE / Gulf / MENA – are doing on social media and follow the good examples. To monitor competitors, you can use third-party apps like [Spredfast](#) and [Hootsuite](#) or Facebook's 'Pages to Watch' and Twitter's 'TweetDeck'.

13 Make new friends

LinkedIn has a few features to add new followers, such as importing email contacts and finding alumni of your alma mater. For Twitter, you can retweet and use mentions. With Facebook, run a page promotion, have admins personally invite friends, and launch sweepstakes contests to get more followers on board.

14 Be social

This one's a no-brainer, but nevertheless important to remember – social media is not mainly a self-advertising platform. To win at social, you need to engage with the community by responding to follower queries, providing advice (and listening to advice) and having authentic conversations with community members and other Pages you follow. Put together a plan for 'social listening' to know what people are talking about and jump into conversations that are relevant to your brand.

15 Plan for fires

Determine the severity of a PR crisis (a negative product/guest review is not the same as a major accident on your property) to determine the right response. Remember to respond quickly, pause social media automation, stay on brand-voice and be clear and consistent in your messaging across all channels.

