

# Playbooks

## DESCRIPTION

Without a plan, social media marketing is a juggling act—filling the demands of the various channels, stakeholders, and business goals without actually impacting customers or driving revenue. Likeable solves that problem with our Playbook, a comprehensive document that lays out the foundational strategy for future social activation. After a deep dive into industry trends and competitor activity, our Strategic Planners analyze your business objectives and use our social media expertise to develop a cohesive social strategy that delivers measurable business results.

## PRODUCT OVERVIEW

DELIVERABLES	CONTENT PLAYBOOK	FULL PLAYBOOK	FULL PLAYBOOK + LAUNCH PLAN
<b>QUALITATIVE LANDSCAPE ANALYSIS</b> Detailed analysis of the industry, competitors, audience, and past brand social channel performance	✓	✓	✓
<b>KPI SETTING</b> Builds on the insights from the landscape analysis to develop a cohesive strategy that aligns all social media activity with your brand's business objectives	✓	✓	✓
<b>CONTENT STRATEGY</b> Establishes or evolves the brand voice, look, and content pillars to achieve the KPIs	✓	✓	✓
<b>COMMUNITY MANAGEMENT STRATEGY</b> Sets guidelines for boosting positive engagement and managing negativity	✓	✓	✓
<b>DISTRIBUTION STRATEGY</b> Defines how we place and optimize our ads, inclusive of platform split, post optimizations, targeting, and measurement	-	✓	✓
<b>ACTIVATION LAUNCH</b> Execute on the Playbook strategy with a tactical paid media plan, launch content (4 custom image posts, 2 short video posts, 12 post copy versions), and 10 hours of consulting	-	-	✓