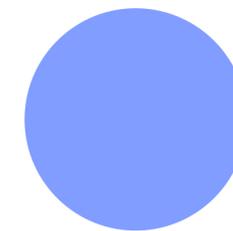
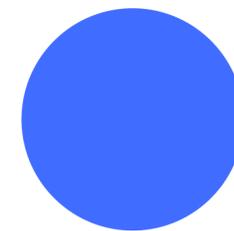
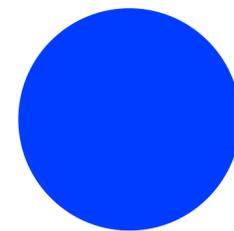




## Social Strategy





# Contents

Mission	<b>3</b>
Plan	<b>4</b>
Audience	<b>5</b>
Voice	<b>6</b>
Themes	<b>7</b>
System	<b>8</b>



# Mission

As a SAAS brand working to simplify product feed management, we want to use our authority to provide value to the greater ecommerce community.

Our app enables businesses to optimize and automate their product feed duties. We want to encourage a DIY approach that educates and inspires businesses to maximize their efforts.

## Goals

- Increase awareness
- Drive engagement
- Build credibility
- Provide value to community
- Contribute to lead generation



# Plan

The best way we can provide value to the ecommerce community is to hone in on **what we know best** and work within a **system that enables us to be consistent.**

## Channels



## Actions

- Produce & share useful and/or engaging content
- Redirect social traffic to blogs and other landing pages
- Reshare useful ecommerce content
- Amplify partner content



# Audience

Small & Medium Businesses

Mid-market Businesses

& Agencies

- outgrowing their current feed management system.
- manually managing feeds, looking to automate.
- seeking to centralize their product catalog and expand to new channels.
- using a competing feed management tool with high costs.



# Voice

BECAUSE WE VALUE

OUR VOICE IS

& OUR TONE IS

BUT NOT

INTEGRITY

WELCOMING

WARM  
CONFIDENT  
RELATABLE

DISMISSIVE  
SHALLOW

CLARITY

DIRECT

FOCUSED  
INFORMATIVE  
AUTHORITATIVE

ABSTRACTED  
PATRONIZING

EMPOWERMENT

ENCOURAGING

SUPPORTIVE  
MOTIVATIONAL  
INSPIRATIONAL

COMPLEX  
DEMANDING



# Themes

**What we know best** can be organized into 4 major content focuses.

## Data Integrity

Accuracy / Compliance / Unification

## Issue Prevention & Resolution

Feed validation / Warning analysis / Error resolution / Bad data → good data

## Product Data Optimization

Feed mastery / Custom rules / Good data → better data

## Multichannel Marketing

Mass syndication / Channel mastery / Marketing strategy



# System

The **system that enables us to be consistent** involves content formats designed to organically support our goals, most involving a combination of dynamic templates and team-powered info repositories that keep our social initiative moving.

## Labels

**ORGANIC**

Content info is naturally derived from other content.

**REPO**

Content info is sourced from team-powered repository.

**WIP**

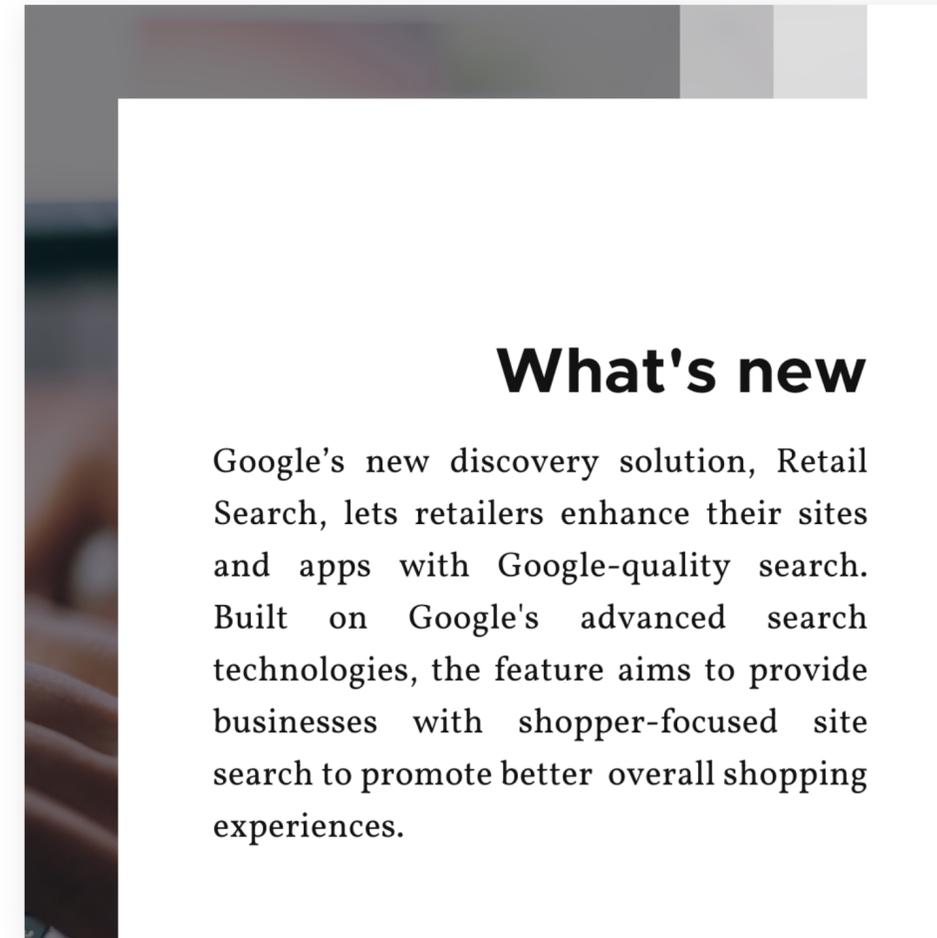
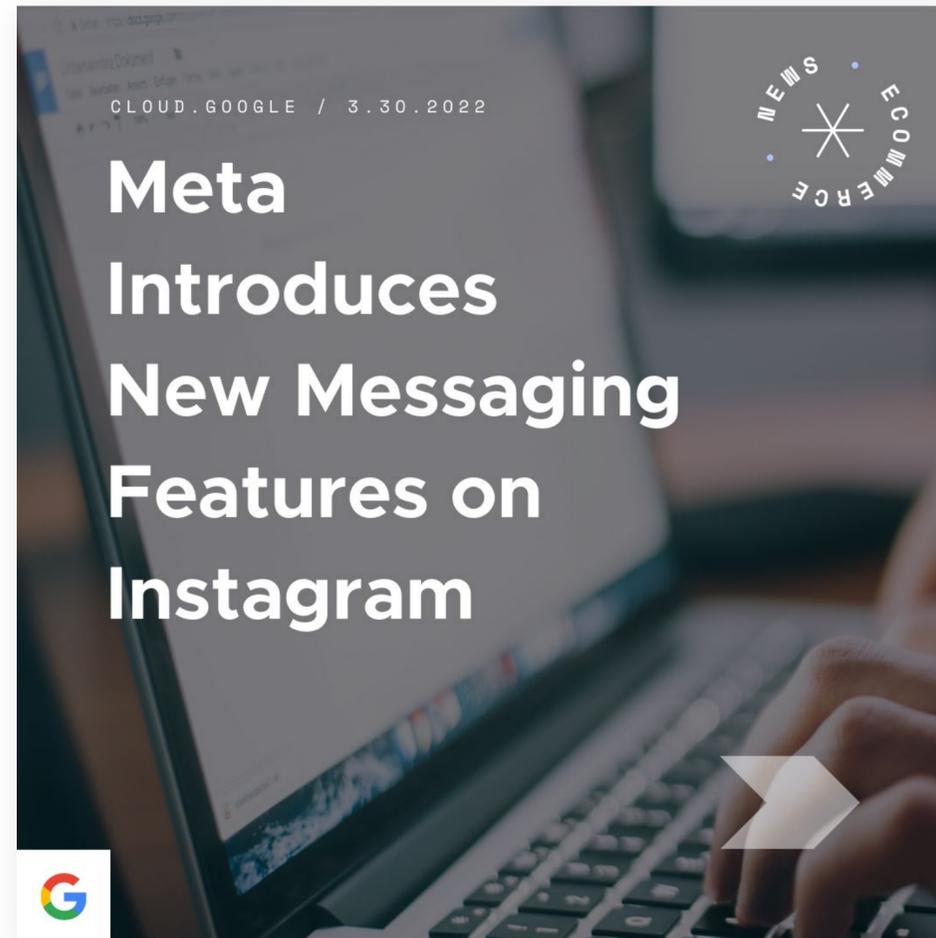
Work in progress.



## News Share

ORGANIC

We always want to share newsworthy ecommerce developments. This template enables a seamless, concise carousel experience that summarizes news highlights.





## Blog Share

ORGANIC

Our blog posts are full of insight. Each time we publish a new blog post, use this template to produce an accompanying social post to push readers in that direction.





# Blog Insight

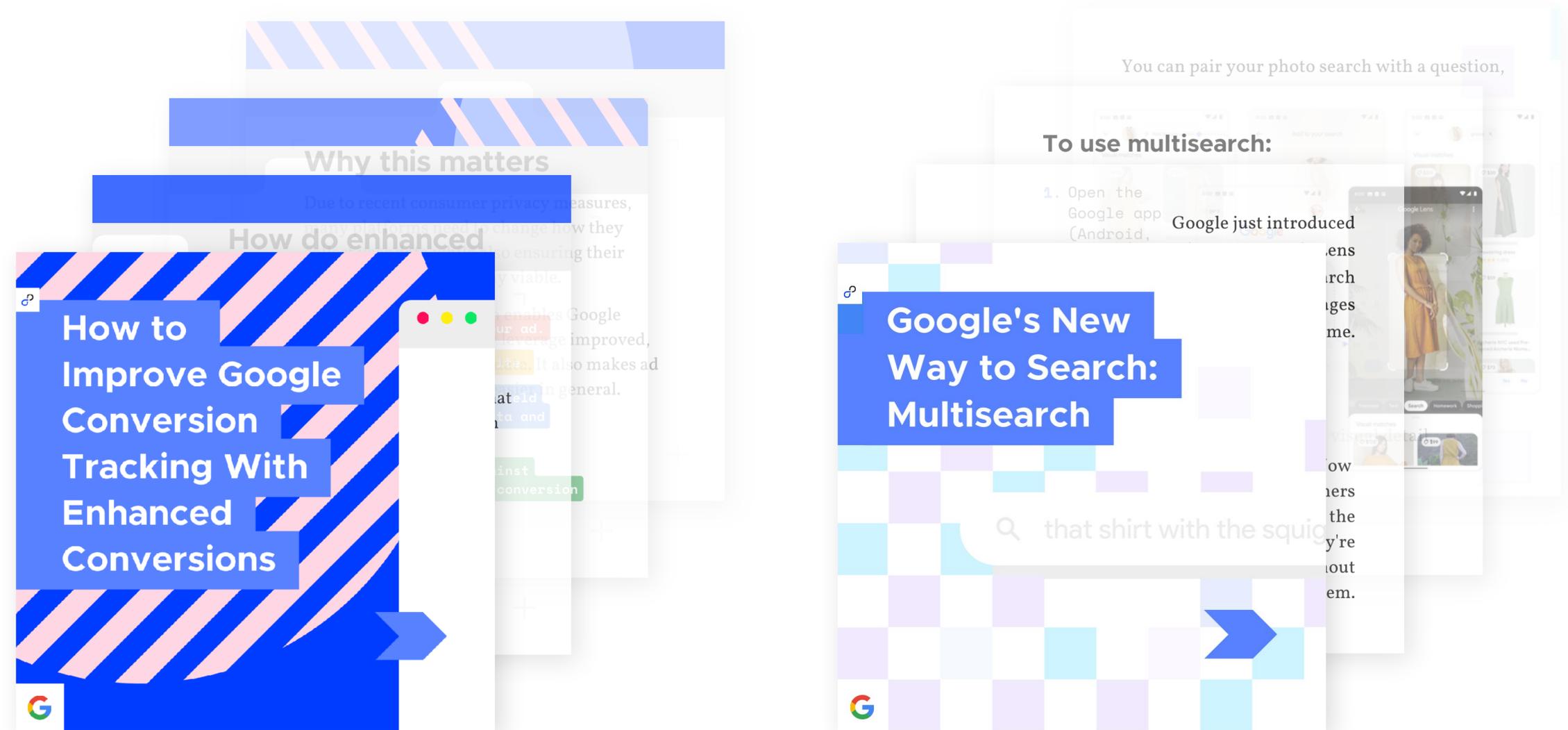
ORGANIC

REPO

WIP

Some of our blog insight works well as social content if distilled and presented effectively.

Use these templates to frame useful blog insights for social channels.





## Blog Excerpt

ORGANIC

REPO

Sometimes, shareworthy blog insight comes in the form of a text-only excerpt. This template was designed to effectively highlight those bits.





## Definition

REPO

We're always talking about technical terms and acronyms. This content format enables us to clearly define terms of importance.

### Pro·duct at·trib·ute

*/ˈprädəkt ˈatrəˌbyʊt/ noun*

Product data properties that define products for use on marketing channels.

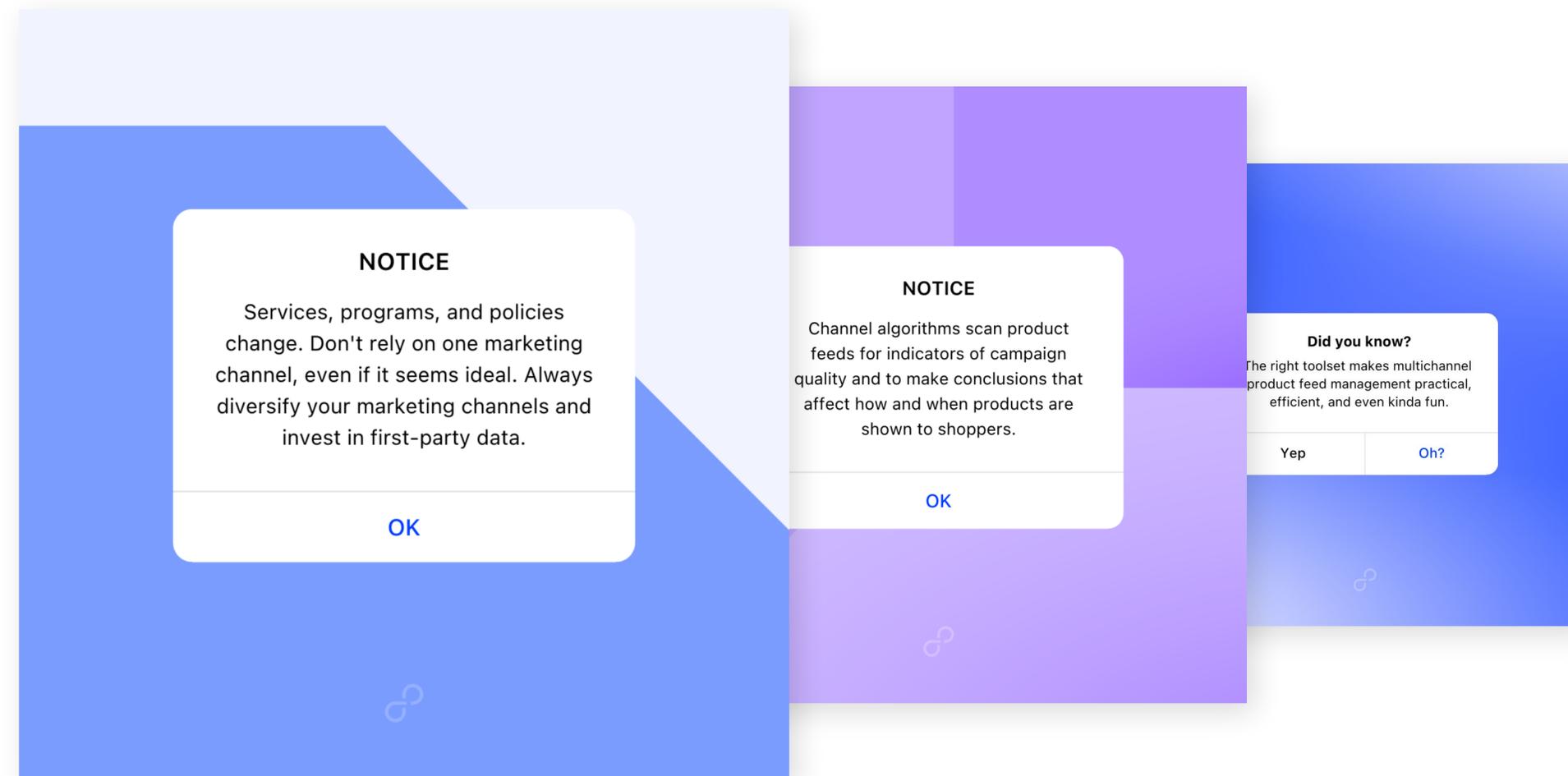
Synonym: product feed field



# Business Service Announcement (BSA)

REPO

In the world of ecommerce, there's a lot to know and there's always something new to consider. BSA posts package bits of wisdom in a fun way.

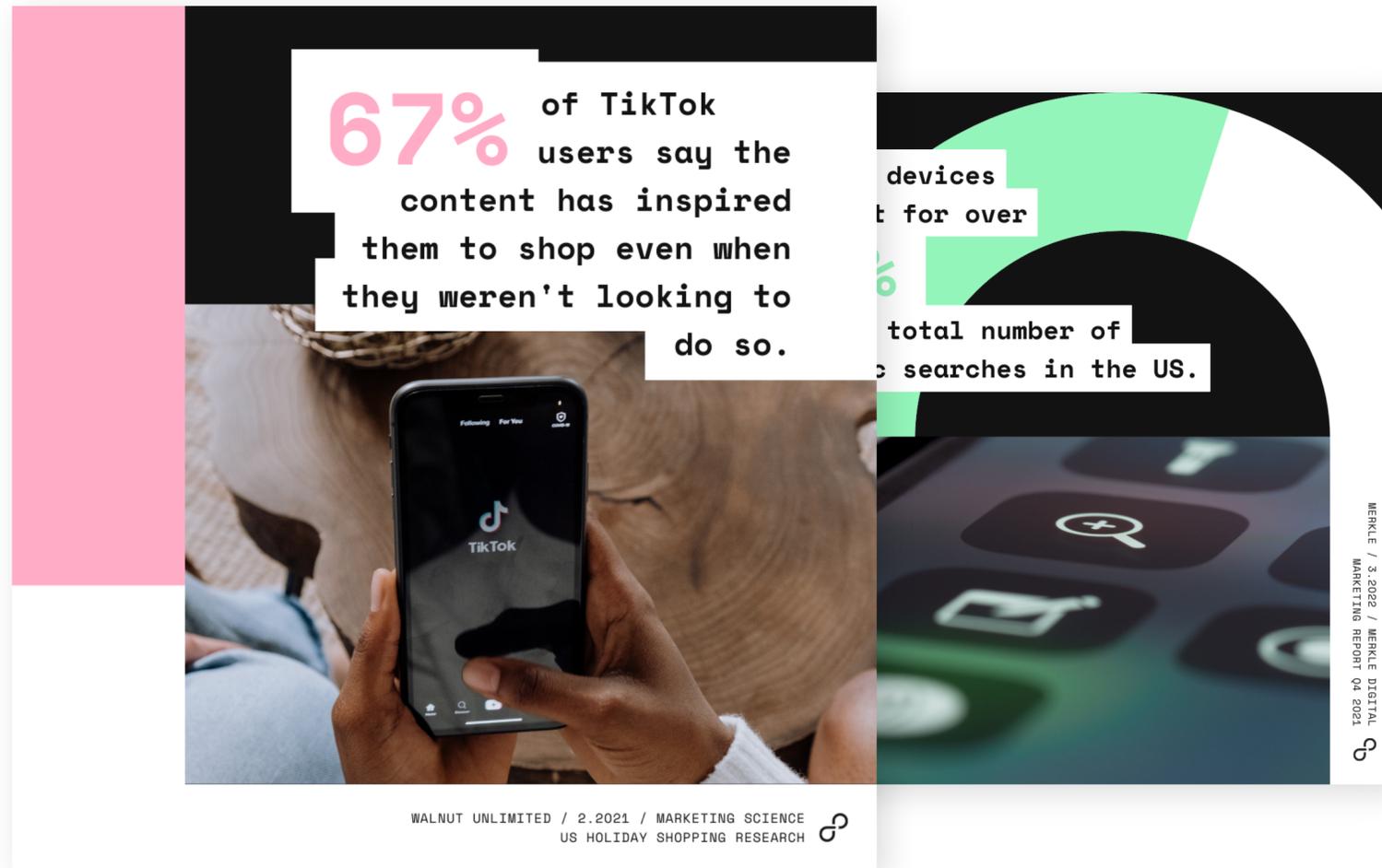




# Stat

REPO

We use stats to support points and convey meaning in a number of ways. Some of those stats can be adapted to this format to work well as standalone posts.

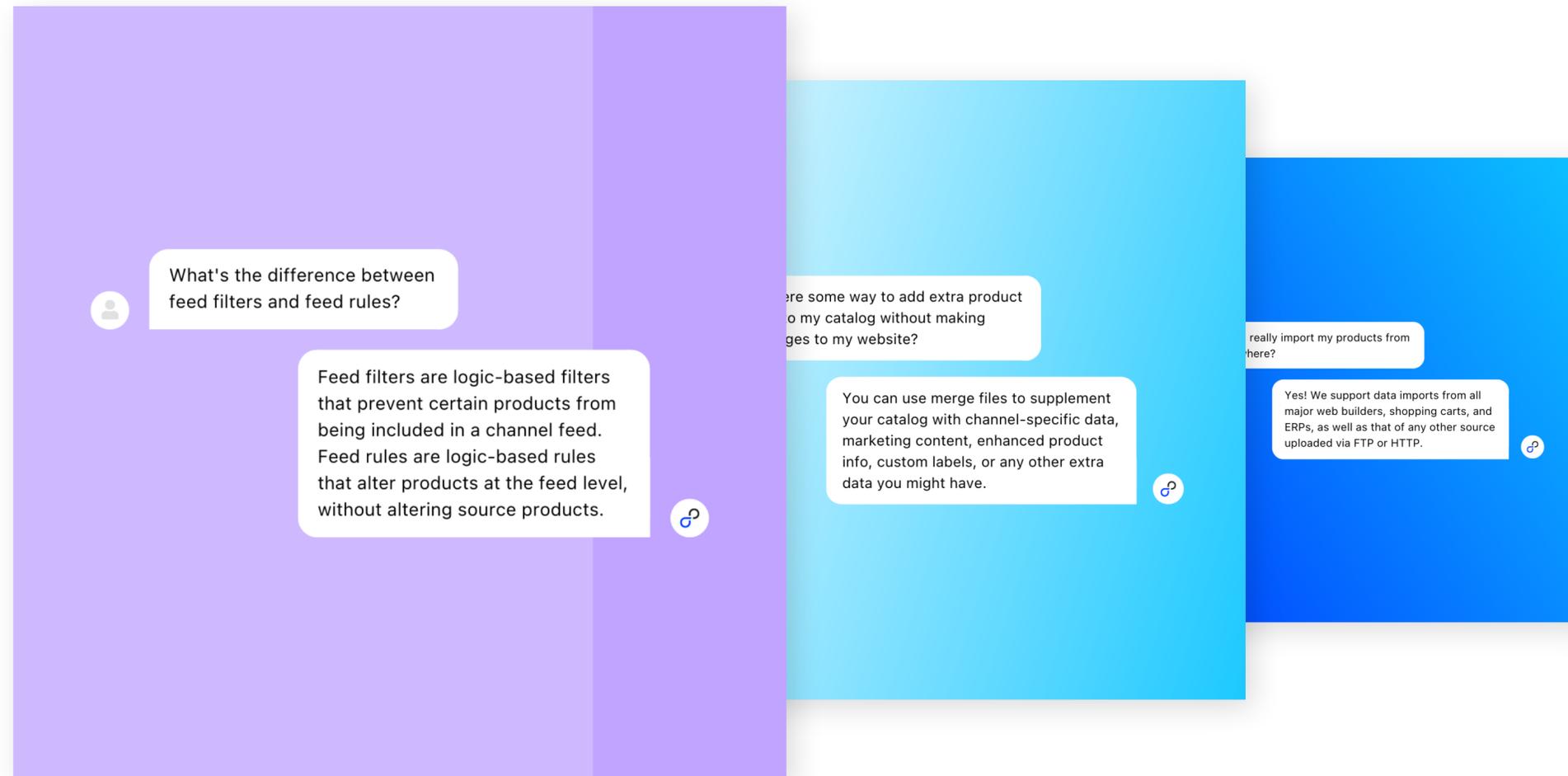




# Frequently Asked Question (FAQ)

REPO

Our users ask us questions, and we happily provide answers. Some of those questions are common enough to get their own stylized posts.





# Protip

REPO

Our team knows product data. As team members document their favorite import, feed, and channel tips, we make protip posts that our audience can put to good use.





## Quote

REPO

Good quotes are powerful. These templates present impactful quotes from team members [ [blue](#) ] and other industry professionals [ [black](#) ].

"Conversion rate optimization is the art and science of delighting customers into buying."



BRYAN FALLA  
MARKETING DIRECTOR, GODATAFEED

"Product data is the cornerstone of direct-to-consumer success."



GEORGE LAWRIE  
VICE PRESIDENT, FORRESTER



## Feature / Benefit Spotlight

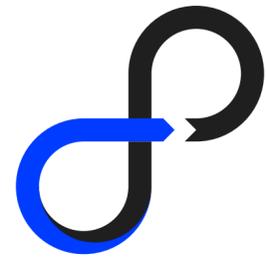
WIP

Our app chock-full of powerful features that lead to user benefits. This WIP content format is being designed to promote what GoDataFeed is capable of.

## Case Study Byte

WIP

We're always proud of our clients' success. This WIP content format is being designed to highlight case study findings for social sharing.



Your products. **Everywhere.**