I.   People (P): Identify target audiences & assess their social behavior.

Who are your top audiences? These can include partners, evangelists, clients, prospective clients etc

Name and describe 3 priority audiences you'd like to engage and build relationships with.

Include age, demographics, what social media they use, anything you can provide to help us better understand the behaviors and needs of audience. Be as specific as possible. Include any supporting research such as surveys, industry data.

Priority Audience / Segment 1:

Priority Audience / Segment 2:

Priority Audience / Segment 3:

II.   Objectives (O): What do you want to accomplish?

What are the goals and objectives for each of the top 3 target audiences?

Describe goals and objectives for you as well as for each audience segment.

Priority Audience / Segment 1:
a. Your objectives of what you want to achieve with this audience?
b. The objectives the audience has for themselves. Can be both personal and professional.

Priority Audience / Segment 2:
a. Your objectives of what you want to achieve with this audience?
b. The objectives the audience has for themselves. Can be both personal and professional.

Priority Audience / Segment 3:
a. Your objectives of what you want to achieve with this audience?
b. The objectives the audience has for themselves. Can be both personal and professional.

III.   Strategy (S): Plan for how the relationships will change.

For those clients who are in a contractual relationship with Marketing Nutz for the POST strategy then we will help determine the social media strategy for each of the audiences. If not, we need you to provide this information.

For all clients we need your input as to how you would like the relationship to change with the identified audiences.

Describe how you want the relationship to change with the target audience. Do you want to start a new relationship, nurture an existing relationship, improve relationship?

Priority Audience / Segment 1:
a. How do you want the relationship to change or evolve with the target audience?
b. Is it a transaction, impersonal, occasional relationship or do you desire a more intimate, passionate relationship?

Priority Audience / Segment 2:
a. How do you want the relationship to change or evolve with the target audience?
b. Is it a transaction, impersonal, occasional relationship or do you desire a more intimate, passionate relationship?

Priority Audience / Segment 3:
a. How do you want the relationship to change or evolve with the target audience?
b. Is it a transaction, impersonal, occasional relationship or do you desire a more intimate, passionate relationship?

IV.   Goals (G): Set goals for achievement, qualitative & quantitative.

Goal identification & summary

1. What qualitative goals do you want to achieve?
2. What quantitative goals do you want to achieve?
3. Will the goal benefit you or the "people" (audience)?
4. How will the goal benefit you?
5. How will the goal benefit the audience?
6. Does the goal align to a broader business plan, goal or objective?

Priorities (common social media goals)

In regard to the results you want to achieve with social media please rate the importance of each of the below common goals. (Rank from 1-5, 5 being high)

- Brand awareness
- Brand Loyalty
- Customer Service
- Market Research
- Competitive Intelligence
- Shorten sales cycle
- Customer loyalty
- Lead generation
- Revenue

V. Metrics (M): What metrics will be used to measure success?

What qualitative & quantitative goals do you want to achieve?

1. Do you have a measurement system in place today for measuring results with social media? If yes, please describe.
2. Do you use paid or free tools to measure social media results? Please list tools used.
3. What metrics will help measure success?
4. What tools are needed to measure success?
5. Do you have the necessary tools?
6. What additional tools are required to accurately measure success?
7. Is the data readily available?
8. Will custom programming be needed to receive the metrics?
9. How frequently will the metrics be shared with the team?
10. Do you have standard processes for keeping both the data and the tools up to date?

VI.   Business Mindset Assessment

How ready are you to be a social business?

This section helps assess your business readiness to adopt and achieve success with social media. This may or may not be discussed in detail as part of your engagement with Marketing Nutz, depending on the specifics of the project and agreed to deliverables.

In regard to your readiness to become a social business please rate the readiness on each of the below attributes (Rank from 1-5, 5 being high)

- Mindset
- Stakeholder buy-in
- Realistic expectations
- Roles – do you have proper resources allocated for social media integration?
- Customer profile
- Market analysis
- Competitive analysis & understanding
- Processes to execute, implement, maintain and integrate social media into business
- Organizational model
- Communication
- Education
- Monitoring
- Reporting
- Budget
- Social Media Policy

Sources: The MarketingNutz audience analysis methodology and this worksheet are based upon the Forrester Research POST methodology. You can learn more about the POST methodology here:
http://forrester.typepad.com/groundswell/2007/12/the-post-method.html