

# Social Campaigns

## Your 14-Day Step-by-Step Calendar for Social Campaign Success



Fourteen days is the perfect length of time to run a social campaign that's going to engage your fans, encourage shares, and grow your email list and your business. It's short enough so your contacts don't ignore your offer; and long enough for your campaign to be seen several times. To the right are suggestions of what to do during those fourteen days to keep your campaign top-of-mind with your fans. Whether you have time to do all of them or only a few, you're sure to see results.

## Ready to rock your first social campaign? Let's do it!



### **Publish and promote your social campaign.**

Use our easy, built in tools to easily share your campaign with your email subscribers, and Facebook audience. Create a sense of urgency: Be clear about how long your great offer is available, what's in it for your customers, and when it ends.



### **Listen and respond to feedback.**

View your reports to see how many people are sharing and commenting on your offer. Also, respond to any comments on Facebook—positive or negative—that people have posted about it. Thank people for sharing if it's appropriate.



### **Engage your audience.**

Post more updates that are related to your offer and encourage your audience to comment. Consider asking your fans a question or posting a picture related to your offer.



### **Remind them of your offer.**

Post to your social networks thanking participants and reminding others about your offer. Don't just repeat your initial post—feature something different about your offer, or reword it to sound new.



### **Respond to comments.**

Respond to any comments or questions. This may even give you ideas for your next campaign.



### **Continue the conversation.**

Post more engaging content related to your offer. Need ideas?



### **Remind them that your offer is half way over.**

Remind your fans, followers, and connections that your offer is half way over and urge them to participate.



### **Ask your audience to share.**

Ask and encourage your fans, followers, and personal networks to share the offer.



### **Continue to engage.**

Post more engaging content related to your offer.



### **Check and respond to feedback.**

Respond to any comments or questions in your social feeds. Keep it light and friendly!



### **Thank those who have participated.**

Post a message thanking those that have participated and reminding others that time is running out on your offer. Again, don't repeat your initial post. Try featuring a different part of your offer.



### **Plan for your next campaign.**

Begin thinking about your next campaign based on how people responded to this one. This way you are ready to go when this campaign ends.



### **Remind them: Only one day left.**

Send one final reminder via email and social media updates about the campaign and that it ends tomorrow.



### **Review your success.**

Evaluate your results. Think about what people liked or didn't respond to and adjust accordingly for your next campaign.



**Congratulations!**  
You're on your way to social media marketing success!