

**OReSTi method** is a holistic, universal and foolproof method to strategically approach Social Media Marketing. It is a proven method that is applicable for any Social Media, any industry, any language and any budget. It has been developed the last 14 years through consistent day to day business coaching of SMEs, studying, practicing and observing the rapid growth of the Social Media era.

## ORe (Optimize & Redesign)

Optimizing the business settings allow us to have the right Brand presentation, control and security. It is the essential work that anyone who undertakes to perform work in Social Media marketing must know and execute.

**Optimize:** This a list of the essential tools that need to be optimized and set up.

- 1 Personal profile security settings (Facebook, LinkedIn)
- 2 Facebook page settings
- 3 LinkedIn page settings
- 4 Instagram business account settings
- 5 TikTok business account settings
- 6 Meta Business Manager
- 7 Meta Business Suite
- 8 LinkedIn Business Manager
- 9 TikTok Business Manager
- 10 Facebook Ads Manager settings
- 11 LinkedIn Ads Manager settings
- 12 TikTok Ads Manager settings
- 13 Audiences (Core, Custom, Lookalike)

**Redesign:** The visual presentation must represent the corporate identity, both in the initial set up of Social Media pages and at each social media post.

- 1 Facebook cover image
- 2 LinkedIn cover image
- 3 Social media profile pics
- 4 Instagram & Facebook & LinkedIn post templates
- 5 TikTok video template presentation

## T (Targeted ads)

Social media advertising platforms enable us to create targeted ads by choosing the advertising Objective we want to achieve, the specific audience we want to target, and the visual message we want to present.

Below we present the key elements that must be selectively used when creating a Social Media advertising campaign.

### Campaign

- 1 **Objective**  
Brand Awareness  
Reach  
Engagement  
Video Views  
Page Likes  
Event Responses  
Messages  
Traffic  
Leads  
App Promotion  
Sales
- 2 **Budget**  
Daily  
Lifetime

### AdSet

- 3 **Target Audience**  
Core (Demographics, Interests, Behaviors)  
Custom (People that Liked, Comment, Shared, View video, Website visitors)  
Lookalike Audience
- 4 **Placement**  
Facebook  
Instagram, TikTok, Story etc
- 5 **Schedule**

### Ads

- 6 **Creative**  
Image  
Video  
Story  
Slider  
Reel  
Carousel

**OReSTi**<sup>®</sup>  
M E T H O D

## S (Strategic Content Plan)

The Strategic Content Plan must be aligned with the corporate business objectives and the Marketing strategic plan. With the Marketing tools below, the internal corporate image is documented and the communication pillars are defined with the aim of fulfilling the corporate goals. Having a clear picture of the communication pillars and goals is essential for a successful Social Media marketing strategy.

- 1 4P's Analysis
- 2 SWOT Analysis
- 3 Competition Analysis
- 4 Customer Profile analysis
- 5 Company Objectives
- 6 Content Mix Strategy Analysis
- 7 Brainstorming ideas
- 8 Strategic content calendar
- 9 Align Business Targets with advertising objectives
- 10 Craft the perfect social media post

## I (Insight analysis)

Insight analysis gives us the exact picture about the performance of our promotions and if we achieved our Business goals. The following basic Key Performance Indicators should be analyzed for this purpose.

- 1 Reach
- 2 Frequency
- 3 Impressions
- 4 Cost per Click (CPC)
- 5 Cost per Thousand Impressions (CPM)
- 6 Click Through Rate (CTR)
- 7 Through Plays
- 8 Amount spent