

**Strategy competence  
in Social Media** **the most powerful  
strategy model  
for Social  
Media**



Why we need a new strategy model.

Because in reality we don't have a real social media strategy model.

Our “social media strategies” are little more than an arbitrary compilation of social media measures.

## Strategy is the conscious decision to do one thing and not do another.

A social media strategy is the decision which social media benefits a company uses or does not use and which competition it competes with and with which resources.

**Social Media Benefits:** We cannot develop a social media strategy for our company if we do not know the potential benefits of social media for our company.

“Strategies” that are not developed with knowledge of the possible benefits are not strategies but rather more or less well-thought-out collections of measures.

**Competition:** Social media strategies that do not take the competitive situation into account are unrealistic. The currently existing “strategy models” completely ignore the competitive situation or do not take it into account accordingly. The development of “strategies” without defined competitiveness is a sure sign of a lack of strategic competence. Taking competition into account in a strategy means defining specifically how the competition can be “won” with this strategy.

**Resources:** Strategies that do not define which resources are required for a specific result remain unrealistic. Not just because the question of benefit and effort is one of the first that company management asks.

The acceptance of these types of “strategies” is an indication of the lack of importance of social media for business management.

### Requirements/prerequisites for developing a strategy

- Knowledge of the potential benefits, the competitive situation and the resources required to achieve the benefits
- Priority, benefits and chances of realization of the options for action

Who becomes more successful through the pbsm

Social Media Manager

Social media service providers and agencies

Companies using social media.

## Social Media Manager

With the expertise from the pbsm, you can explain in your company how social media contributes to the success of the business model, develop the appropriate strategies for it and implement them.

As an employee, this will significantly improve your perception, recognition and market value. And you ensure that social media receives the recognition that corresponds to its potential.

## Social media service providers and agencies

With the expertise from pbsm, social media service providers and agencies have a real competition advantage in customer acquisition: They offer their customers strategies that are comprehensibly more precise, more successful and more economical and, above all, were developed precisely for the business model and the competitive situation. This gives you a real competition advantage, at least in the medium term.

With strategy management, you relieve your customers and secure a long-term customer relationship.

## Companies using social media

The pbsm offers companies more powerful because demonstrably more competitive and economical social media strategies that contribute verifiably and measurably to the success of the business model.

This competition advantage is available to companies by qualifying their social media employees or by using appropriately qualified service providers.

What the potential-based strategy model ***pbsm*** distinguishes from other methods.

## The crucial differences

The potential-based strategy model pbsm

- builds on the **individual performance potential of social media** for the respective **business model**. This means that you recognize the concrete benefits of social media for your company's individual business model. For the individual modules of the business model and their components in detail.
- uses **options for action** as a **basis for strategy development** in which the prerequisites for the realization of individual social media benefits are depicted. This means that you know whether and how you can realize the competitive benefits of social media for your company and what resources are required for this.
- ensures the **profitability of social media investments** by focusing on viable, relevant and promising topics.
- leads to **competitive strategies** that focus on the realizable benefits of social media for your company. You will no longer burn resources in a competition you cannot win.
- the application is **explained step by step** and its effect is transparent and comprehensible.

**No other method of strategy development in social media offers this quality.**

# Components of the potential-based strategy model *pbsm*.

## Overview of components and process

### Components and process

Below is a brief overview of the individual modules of strategy development with pbsm.

<b>1</b>	<b>Social media performance potential for companies in general</b>	Toolbox consisting of user benefits, participation, motivation, social media channels, social media usage formats and company benefits, i.e. the methods and content with which we achieve impact in social media.
<b>2</b>	<b>Social media performance potential for a specific business model</b>	Feasible business benefits for the business model, its modules and content areas. We determine the possible business benefits of social media for the individual topics of the modules of the business model.
<b>3</b>	<b>Options for a business model</b>	Options for action show the company's benefits for the business model topics from social media plus priorities (areas), social media affinity, resources, and competition. The options for action that we want to implement become our competitive positions, i.e. the topics in which we compete with our strategy.
<b>4</b>	<b>Strategy versions for a business model</b>	Strategy versions that take into account different topics, priorities, SMAs, competitive situations and resource situations.
<b>5</b>	<b>Strategy evaluation for a business model</b>	Evaluation of strategy versions regarding chances of success, resource requirements, benefits for the business model.
<b>6</b>	<b>Strategy management</b>	Securing implementation, monitoring the risks of the strategy, adapting to changes or reassessing assumptions and requirements.

# Function of the potential-based strategy model *pbsm*.

## 1

### Social media performance potential for companies - the toolbox

## The Toolbox

We use a toolbox that covers the essential elements with which we achieve impact in social media.

<b>UserBenefit</b>	The benefit offered to the user by our social media strategy. User benefit is the most important success factor for building reach, the impact of the social media strategy and its competitive quality.
<b>Partizipation</b>	Participation offers and structures for social media users in our social media strategy. Participation is the element of our strategy in which social media users support the goals of our social media strategy.
<b>Motivation</b>	Methods and structures of motivation with which we activate social media users within our strategy. With this element we activate social media users to actively engage within the strategy.
<b>BusinessBenefit</b>	The business benefit is the benefit that social media enables for a business model.
<b>Use formats</b>	The organizational formats in which social media is used in our social media strategy - both the basic formats audience, community and network as well as their mixed forms.
<b>Social Media Channels</b>	The social media channels that we use as part of our strategy, both our own and external social media platforms.

User benefits, motivation and participation should be coordinated to achieve maximum impact.

All 6 elements have a relationship/interaction with each other that must be taken into account in strategy development.

# Function of the potential-based strategy model *pbsm*.

## 2

### The individual social media performance potential for a business model

- the possible benefits of social media for the business model in detail
- the potential for change of social media for business models

## The possible benefits of social media for a business model in detail

We use the business model the Business Canvas from Osterwalder & Pigneur. Below are some examples of the benefits of social media for business models. The actual possible individual benefits depend not least on the business model and its social media affinity, the competitive situation and the company's resources.

From the possible benefits of social media, we derive the social media options for action, which include the competitive situation and its content requirements in the form of the required performance potential.

In the potential-based strategy model, we distinguish and analyze the possible benefits of social media for business models using the social media usage formats **audience**, **community** and **social network**.

For this we use their

- **Market impact:** the market impact that a company can achieve with the respective usage format.
- **Business benefit:** the company benefit that can generally be achieved from the individual usage format.
- **Competitive effect:** the competitive effect/competitive performance compared to other usage formats.
- **Resource requirements:** the difference in resource requirements due to the characteristics of the respective usage requirements

The **specific possible benefits** of social media for a business model can be determined for the **individual topics**. This allows you to focus on the topics that are most important to the business model and have the best chance of success in the market and competition. Where necessary and sensible, we also take possible mixed formats and combinations into account.

**This means we know very specifically and in detail what benefits social media can bring to our individual business model.**

# Function of the potential-based strategy model *pbsm*.

## 2

### The individual social media performance potential for a business model

- the possible benefits of social media for the business model in detail
- the potential for change of social media for business models

## Social medias potential for change for a business model

The general potential of social media of change for business models is shown below as an example - and incomplete.

<b>Keypartner</b> Key partners are independent companies whose services are indispensable for the business model. As independent companies, they are also subject to the potential for change of social media.	<b>Key acticitys</b> Social media as a cross-sectional changes other functions activities, such as B. Marketing, Sales, HR, etc.)	<b>Value propositions</b> Social media can influence the importance of problems and the evaluation of solutions and thus change the basis of the company's business model. Social media can create services that change business models or make them obsolete (Wikipedia effect).	<b>Customer relations</b> Social media is able to change customer relationships qualitatively and quantitatively.	<b>Customer segments</b> Social media impacts needs, can change relationships, enables or facilitates platform models and niche markets, as well as more precise market segmentation. All of these criteria are relevant for the formation of customer segments.
	<b>Key ressources</b> Market information, customer relationships, sales and communication channels make social media competence a key resource itself.		<b>Channels</b> Social media itself become an important channel and influence media channels and sales channels.	
<b>Cost structure</b> On the one hand, social media is a cost factor, but it can relieve existing cost structures through greater profitability (communication costs) or participation (e.g. through the participation of social media users in support functions).			<b>Revenue streams</b> Social media can open up additional sources of income, e.g. B. via use for communication services (advertising) or sales services (platform concept).	



Function of the potential-based strategy model *pbsm*.

3

Social media options for action for the desired benefit for the business model

## Social media options for action show how the benefits of social media can be realized

Social media options for action in pbsm includes

- the topic for which the option for action applies,
- the benefits that are possible for the business model in this topic,
- the priority of the topic for the success of the business model,
- the social media affinity of the topic,
- the required performance of the strategy in order to be successful in the competitive situation of the topic,
- Information on resource requirements and feasibility

The company thus has a detailed picture of the business benefits that can be achieved through social media for the business model, the necessary measures and the competition. We can compare effort, benefit and importance.

Social media options for action are the foundation of strategy development. We decide which competition (topics) we enter into on social media based on the social media options for action.

**The social media options for action we choose are the competitive positions that we have to realize in order to be successful in social media and to be able to realize the benefits of social media for ourselves.**

**Thanks to the social media options for action, we know very specifically and in detail whether and how we can realize the benefits of social media for our individual business model.**

# Function of the potential-based strategy model *pbsm*.

## 4

### Strategy versions and content of the strategy components

## Definition of draft strategies

**Strategy versions** make it possible to identify the market and competitive opportunities as well as the resource requirements of different strategic priorities and thus find the best possible combination of possible company benefits, competitive opportunities and resource requirements.

We compare and evaluate strategy versions according to defined criteria in order to be able to distinguish between the competitiveness and performance of strategies.

In pbsm we work with **14 strategy components**, which include market cultivation and the management of the social media strategy. We explicitly take into account the content-related interactions between the individual strategy components.

In addition, we record the contribution of the individual core strategy components, their required measures, their competitive quality, the resource requirements identified from the measures and the assumptions and prerequisites underlying the content.

**With different strategy versions, we take different priorities and assumptions into account and can filter out the best possible strategy by evaluating the strategy versions.**

Function of the  
potential-based  
strategy model ***pbsm***.

## 5

Strategy evaluation and  
recommendation

### Strategy evaluation and recommendation

Strategy versions are developed for different priorities and different strategy approaches.

**Strategy evaluation:** We evaluate strategy versions based on their competitive quality, the achievable business benefits, the market impact and the identifiable resource requirements.

Based on the recognizable assumptions and prerequisites, together with these factors, conclusions can be drawn about the risks and opportunities of the respective strategy version.

**Strategy recommendation:** The decision about a company's future social media strategy is not the task of social media management but of the company's management.

Social media management must develop suitable strategies and explain, justify and recommend them according to their focus.

**We can systematically and methodically evaluate strategies and strategy drafts in terms of their performance quality in the market, their competitive quality, their effectiveness and their risks.**

# Function of the potential-based strategy model *pbsm*.

## 6

### Strategy management

## Strategy management

Strategy management in pbsm stands for

- the permanent control of the implementation of the strategy in social media (quality and quantity of impact)
- Monitoring the benefits achieved (integration of the benefits from social media into the respective company processes)
- Monitoring the competitive situation
- securing the resource situation
- monitoring the identified risks of the strategy
- adapting the strategy to changes.

**We ensure the success and timeliness of the strategy through systematic management of the success factors and by adapting to changing conditions.**

# Benefit of the potential-based strategy model **pbsm**.

- for companies
- for social media management

## Benefits for business

At the beginning of strategy development, you know what benefits social media can actually offer for the success of the business and how these benefits can be realized and can develop the optimal social media strategy on this basis.

## Effectiveness of social media strategy

pbsm strategies are more effective because we can focus resources on the topics that are crucial for the business, that are social media savvy and in which we can be successful in competition.

## Competitiveness of social media strategy

With pbsm you know the competitive situation in every topic of market and business model. You know the benefits that you can achieve for the business model in the individual topics and you know for each topic whether and how you can be successful in the competition. Strategies with pbsm are therefore more benefit-oriented and also significantly more competitive. This is how the pbsm becomes your personal competitive advantage.

## Social media integration

At pbsm we develop social media strategies that are aimed at supporting the business model. To do this, we integrate all relevant functional areas into strategy development and thus ensure the best possible integration and acceptance of social media in the company.

## Customer journey and sales funnel

In pbsm we support the customer journey and sales funnel precisely.

## Unique transparency

Transparency of benefits, competition, measures and resource requirements and identifiable risks of strategies.

## Benefit of the potential-based strategy model **pbsm.**

- for companies
- for social media management

## Benefits for social media management

- The potential-based strategy model
- positions social media as a tool to the level of the business model and enables social media managers to derive and communicate the company benefits and potential for change from social media for the business model step by step.
- shows all of the company's options for action in social media and the company benefits that can be achieved, thereby enabling social media managers to acquire and demonstrate strategic competence.
- guides step by step through the steps of information gathering and strategy development and comprehensively explains the basics and application of the individual steps.
- ensures an information standard that allows strategies to be flexibly adjusted if necessary, strategies to be evaluated in a sound manner and to recognize when strategies need to be updated or replaced.

## What distinguishes social media managers with pbsm.competence from other social media managers

- You can explain the benefits of social media at the level of a company's business model.
- You can explain in detail whether and how which benefits of social media can be realized for which part of the business model.
- You develop and manage effective and competitive strategies where others only list measures.
- You can shape social media, its benefits for the business model and the competitive situation to the advantage of the company.
- You recognize strategic risks and opportunities before anyone else.
- Your work and strategy expertise is valuable for the entire company.

# Strategy competence with the potential- based strategy model *pbsm*.

## Building strategy competence

### Building strategy competence

As a method and strategy model, pbsm offers the tool to develop more powerful strategies. It is therefore the tools for this craft.

Strategy competence is based on the ability to develop strategies and implement them successfully.

We have to

1. use our tools - methods, processes and their application - competently,
2. to correctly recognize and assess situations,
3. internalize strategic thinking,
4. be able to communicate and control strategies,
5. be able to adapt strategies in a timely manner.

Your toolbox - the potential-based strategy model - guides you step by step through the application. By mastering the method, you have completed an important step in building strategy skills.

However, experience and practice are essential to building strategy competence. In this process, take the experience of failure as an invitation to take your own competence to the next level.

**Building strategy skills with pbsm is worth it. The method of the potential-based strategy model is aimed at social media but is not only limited to this field.**

# Use of the potential-based strategy model ***pbsm.***

- DIY
- supported competence building
- supported application

## Do it yourself - building strategy competence under your own responsibility

This is how it works

- You complete the strategy course online on your own responsibility.
- You decide for yourself how deeply you delve into the subject and how extensively you use the course and its exercises.
- You have a specific period of time in which the course is available to you.
- A public forum is available for questions.

### Learning success

In DIY mode, you are responsible for understanding the content yourself and building up the skills to apply it through self-directed exercises.

Your learning success can optionally be supported by feedback from your coach on your application exercises (see supported competence building).

### Diploma

You will not receive a certificate or an entry in the user directory\*.

### Strategy competence

Your strategy skills will build over time as you apply the method. The basis for this is the ability and confidence to apply the method under real conditions.

Your learning success should enable you to be able to apply pbsm independently under real conditions.

\*The list of verified users serves to ensure the quality of users.



# Use of the potential-based strategy model *pbsm*.

- DIY
- supported competence building
- supported application

## Supported building of strategy competence

### Learning process

You complete the strategy course online on your own responsibility.

You complete predetermined exercises to check your own learning.

You develop a complete social media strategy, which is evaluated in terms of content.

You have a specific period of time in which the course is available to you.

A public forum and your coach are available to answer any questions.

### Learning success

In supported mode, learning success is checked through the exercises and the strategy created. You will receive feedback on the given exercises. The learning success is assessed according to the strategy created.

### Diploma

If your learning success meets the requirements, you will be entered in the list of verified users\*.

### Strategy competence

Your strategy skills will build over time as you apply the method. The basis for this is the ability and confidence to apply the method under real conditions.

Through the feedback on exercises and the development of a complete strategy, the conditions for this are better than in pure DIY mode.

\*The list of verified users serves to ensure the quality of users.

## Use of the potential-based strategy model *pbsm*.

- DIY
- supported competence building
- supported application

## Supported application of the potential based strategy model

### Requirement

You have at least completed the strategy course comprehensively - including exercises and strategy. This provides the necessary basis for an application. The goal is to support the application not the application as a service. i.e. the application in the company remains your responsibility.

### Service

A coach accompanies you step by step in applying the method. i.e. You have an external sparring partner and contact person for the procedure, the results of the information base (options for action) and their strategic consequences and the development of the strategy/ strategy drafts based on this and their evaluation.

**This service has limited availability.**

# Strategy competence with the potential-based strategy model *pbsm*.

## The online-based strategy course

### The online-based strategy course

The strategy course is the basis for using the potential-based strategy model pbsm and the associated services. It is currently only available online.

The course teaches the basics and practical application of the method and is correspondingly extensive.

You complete this course on your own responsibility, so you decide how deeply you delve into the subject matter and how much time and energy you invest in the exercises.

**Recommendation:** Do not skip any content and carry out as many exercises as possible for different examples.

Topics	Learning units	Reading time	Exercises
Strategy evaluation	4	120 Min.	4
Strategy components	16	270 Min.	54
Strategy definition	9	160 Min.	27
Social media options	13	260 Min.	46
Social media performance potential	20	290 Min.	124

Time required depending on daily workload, number of exercises completed and strategies developed.

Contact  
and  
further  
informations

For general information to the  
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