

**Social
media
strategy
next
level**

**Options for
action -
foundation of
successful
strategies.**



What are options for action and why are they the key to a successful social media strategy?

What are options for action?

Options for action refer to a possible benefit for the company through social media. The options for action describe this benefit and the services that a company must provide in competition on social media in order to achieve this benefit.

The key to successful strategy

Options for action demonstrate what benefits are possible for a company in social media and what our strategy must be able to achieve in specific terms.

Advantages of options

We are able to focus our company resources on the benefits and the competitive situation in which we have a realistic chance of success. This means we don't waste energy on competition that we can't survive and focus on the benefits of social media that we can achieve.

We can relate the benefits to the required company resources. This makes it easier to obtain the resources required for social media.

Our strategy becomes more competitive and economical. Social media

Strategy development without options

Strategies that have been developed without considering the company's options for action in social media are therefore significantly less competitive and economical for the respective company.

Strategies developed without the options for action are less competitive and economical. Der Erfolg von Social Media Investitionen ist fraglicher.

Options in the pbsm

Strategy development with the potential-based strategy model **pbsm** is based entirely on social media options.
The pbsm is at the moment the only strategy model that takes options into consideration.

Options for action and strategy success

Strategy development with the potential-based strategy model is based on comprehensive options for action based on social media.

The pbsm is currently the only strategy model that comprehensively takes options for action into account.

Knowing the options for action is the basis of a promising social media strategy.

The pbsm options for action show us for individual segments of our markets which combinations of user benefits, usage formats, motivation and participation in the current competition in social media can lead to a leading competitive position in the individual segment.

From this information basis we can derive strategies/versions of strategies that we can implement with the resources available to us.

Examples of the practical benefits of pbsm options for action

Precision

pbsm options for action show us in which segments of our business model we can achieve which business benefits with social media. This allows us to focus on the areas

- in which we can compete.
- that are most important for the success of the business model.

Competitiveness

pbsm options for action show us what content and structures a strategy must provide in order to be competitive and to be able to realize a concrete company benefit. This makes it easier for us to develop strategies with a high level of competitiveness.

Economics

Through the pbsm options for action, we focus our social media strategy on topics (markets and benefits) in which we can be successful in social media competition. We avoid investing resources in social media activities in topics where the benefits are low or competitiveness is insufficient.

Strategy versions

The pbsm options for action make strategy alternatives and versions clearer. This helps us to find the best possible strategy for our competitive situation and our business model and the possible use of social media for this.

Example of options for action in pbsm

Topic areas	A	B	C	D	E	F	G	H	I	J
Priority	1	1	1	1	1	2	2	2	3	3
SMA	2	1	2	3	1	1	2	3	3	1
Source BC	KS, UZ	KDB.	WA, KDB	WA	KS	WA, KS	KDB, K	K, KDB	WA	WA
Corp Benefit										
User Benefit	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1
	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2
	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3
Use formats	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1
	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2
	Option 3	Option 3	Option 2	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3
Motiv-ation	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1
	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2
	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3
Partici-pation	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1	Option 1
	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2	Option 2
	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3	Option 3

leading position possible
equivalent to competition,
not competitive.

What means the content in the options for action?

Topics, topic areas	Explanation	Options for action are defined for topics and topic areas. Topics/subject areas represent the field for which options for action are defined.
	Benefit	Basis for more precise market support and social media usage and greater competitiveness.
Priority	Explanation	The priority of the topic for the business model or the success of the business model.
	Benefit	Focusing the strategy on the optimal benefit for the business model.
Socia media Affinity	Explanation	The social media affinity of the topic / topic area
	Benefit	Focusing on the areas with the highest social media impact potential.
Sources business model	Explanation	The source(s) of the topic in the business model, i.e. which part of the business model the respective topic refers to or where this topic comes from.
	Benefit	The areas of the GM that are supported by a strategy.
Corporate benefit	Explanation	Business benefits that can / should be realized in this course of action (in the topic / subject area)
	Benefit	Overview of the potential benefits of social media for the business model in this specific topic.
User benefit	Explanation	The different user benefits that make sense in this course of action (for the topic / topic area).
	Benefit	The user benefits with which the competition in social media can be successfully contested in this topic.
Use formats	Explanation	The different usage formats that make sense in this course of action (for the topic / topic area).
	Benefit	The usage formats with which the competition in social media can be successfully contested in this topic.
Motivation	Explanation	The different possibilities and methods of motivation that make sense in this course of action (for the topic / topic area).
	Benefit	The motivation with which the competition in social media on this topic can be successfully contested.
Participation	Explanation	The different possibilities and structures of participation that make sense in this course of action (for the topic / topic area).
	Benefit	The participation with which the competition in social media on this topic can be successfully contested.

Options for action and strategy competence

Above all, options for action should be an integral part of the social media competence of all persons responsible for social media.

Knowing the options for action is the basis of a genuine social media strategy.

Why? The pbsm options for action show us for individual segments of our markets which combinations of user benefits, usage formats, motivation and participation in the current competition in social media can lead to a leading competitive position in the individual segment. Only from this information basis we can derive strategies/versions of strategies that we can implement with the resources available to us.

No strategic competence without options for action

Comprehensively understanding the options for action in social media and being able to apply them competently is an indispensable skill for anyone who wants to develop or use social media strategies. For this purpose, there is the pbsm.Strategy course, which you can complete online at any time.

You can use the strategy course free of charge.

The pbsm is the only strategy model that works with options for action in strategy development.

Your free strategy course starts here - no registration required.



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Services	
Strategy course	Management and content support of the strategy course
Support strategy course	Individual support for course participants according to their requirements.
pbsm.strategist	Examination of the thesis
Coaching and Consulting	<p>In-house strategy training: the potential-based strategy model is taught in-person in the company.</p> <p>Workshops: the potential-based strategy model is applied in a workshop for strategy development.</p> <p>Supported strategy development: Here I support the application of the potential-based strategy model in the company.</p>

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**You have any questions about social media strategy?
Just get in contact.**