

**Social  
Media  
Strategy  
Next  
Level**

**Exercises  
Strategy  
Course**



## The pbsm strategy model

The potential-based strategy model creates social media strategies that make more comprehensive use of the performance potential of social media and support the entire business model, thereby contributing more to the company's success.

pbsm strategies are more successful because, in contrast to other methods, they take the competitive situation into account.

[Learn more](#)

## The strategy course

The pbsm.strategy course includes more than 70 learning units (reading time more than 20 hours) and more than 200 practical exercises. You learn online when and where you want. At your pace.

The most comprehensive social media strategy course is free to use.

[Learn more](#)

## The support

You can receive individual support if you have any questions about course content or feedback on your exercises. The course itself is free of charge, individual support is subject to a fee.

The prices for the feedback for the individual exercises can be found under the respective exercise below in the list of exercises.

[Learn more](#)

## The mission

In the training of social media managers, I have reduced this methodological deficit through individual practical approaches, but was not satisfied with this overall and therefore developed the potential-based strategy model for social media and the online course during a time-out. This should enable most social media managers to derive significantly more economical and competitive strategies for the use of social media for the individual business models of companies.

The strategy course is structured in such a way that a solid basic knowledge of social media is sufficient as a prerequisite. The usage of the method on the business model of companies is explained as a whole in the course.

To date, there have only been strategy models or usage methods that are geared towards supporting marketing and do not fulfill the requirements of a strategy. This results in inadequate use of social media, lower contributions of social media to the company's success and ineffective use of company resources.

## Exercises and strategy development

Below you will find more than 200 practical exercises with which you can practice using the potential-based strategy model pbsm for the development of social media strategies.

The exercises are designed to help you learn the method and use it safely. They are also designed to show you your level of knowledge and application.

**However, the content of the exercises does not add up to a strategy and does not reflect the complete process of strategy development.**

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
<b>Setup</b>	<ul style="list-style-type: none"> <li>• Define the functional areas for inclusion in the strategy process for your own company.</li> <li>• Define the requirements for knowledge of the social media performance potential that the participants should have or still need to have in order to participate in the strategy process.</li> <li>• Describe which services the respective functional area can and should provide for social media strategy development. Explain your requirements.</li> <li>• Describe the expected effort for the functional areas from participation in the strategy process.</li> <li>• Describe the benefits for the individual functional areas through social media and their advantages from participating in the strategy process.</li> <li>• Describe your approach for the integration and coordination of the strategy process with the respective functional areas and the company management, i.e. how you integrate the functional areas - in terms of content and organization - into the strategy process.</li> </ul>	<b>120</b>
<b>Performance potential social media</b>	<p><b>Social media potential for companies</b></p> <ul style="list-style-type: none"> <li>• Based on 3 important topics for your company, check whether there is a social context in social media in the form of content and structures for these topics.</li> <li>• Define a user benefit that promotes the benefit of social media users from the exchange on a specific channel.</li> <li>• Define motivation methods and structures that support this behavior - sharing on these topics on a specific channel.</li> <li>• Check whether a user benefit with a network effect is possible for these topics.</li> </ul>	<b>60</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Topics and subject areas</b></p> <ul style="list-style-type: none"> <li>• Define topics for services and needs contained in one of your company's markets. (10 topics for services and 10 topics for needs).</li> <li>• Define topics for services and needs contained in one of your company's markets. (10 topics for benefits and 10 topics for needs).</li> <li>• Define topics for benefits and needs contained in one of your company's markets. (10 topics for benefits and 10 topics for needs).</li> <li>• Define topics for benefits and needs contained in one of your company's markets. (10 topics for benefits and 10 topics for needs).</li> <li>• Define criteria for the priority of topics, justify the criteria and usage of these criteria for defining the priority of your topics from the previous task.</li> <li>• Define the social media affinity of at least 5 topics.</li> <li>• Derive a homogeneous topic area from your topics.</li> </ul>	120
	<p><b>Social media performance potential Audience usage format</b></p> <p>Define the following components of a possible audience for your company.            If several audiences are possible for your company, select one of them.            Describe the most important subject areas that should be covered by this audience.            Describe the company benefits that can be achieved with this audience for the components of the business model and in competition.            Describe the user benefit that should result from this audience.            Describe the competitive quality of the user benefit in comparison to competitor offerings in these subject areas.            Describe the functions that must / should be included in the audience and justify their necessity.            Justify decisions / content and describe their information basis.</p>	90

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Social media performance potential Community usage format</b></p> <p>Check whether a community is fundamentally possible and sensible for your company's topics and how it should be structured if necessary.</p> <ol style="list-style-type: none"><li>1. Define the topics for which you are checking the suitability of a community.</li><li>2. Define the criteria on the basis of which you assess the suitability of a community for these topics.</li><li>3. Give reasons for your assessment - i.e. why you consider a community to be possible or not possible for the topics of your company.</li><li>4. Outline the user benefits that are to be created with this community.</li><li>5. Describe the company benefit that can be created with this community.</li><li>6. Describe the most important functions of the community for communication, networking, motivation and participation.</li><li>7. Describe the requirements for social media resources and social media expertise (platform and operation) for the use of this community.</li><li>8. Describe the competitive situation of this community.</li><li>9. Describe the competitive effect of this community compared to performance and attention competitors.</li><li>10. Describe the competitive situation of your company vis-à-vis a community on key topics of your company.</li></ol>	<b>150</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Social media performance potential Usage format Social networks</b></p> <ol style="list-style-type: none"><li>1. Describe the potential benefits of a social network in your industry for companies and employees/ industry members. Give reasons for your assessment.</li><li>2. Describe the prerequisites for the success of a social network for external users in your industry. Give reasons for your assessment.</li><li>3. Describe which of these prerequisites for a social network in your industry are fulfilled and which are not fulfilled. Give reasons for your assessment.</li><li>4. Describe the expected impact of a social network in your industry on your company. Give reasons for your assessment.</li></ol>	<b>90</b>
	<p><b>Social media performance potential Combinations of usage formats</b></p> <ol style="list-style-type: none"><li>1. Check the usage formats for your company's topics to see whether they are suitable for combinations of different usage formats. Give reasons for your assessment.</li><li>2. Check whether and which competitive advantages can arise from possible combinations of usage formats for your topics compared to companies that only use one usage format. Give reasons for your assessment.</li></ol>	<b>60</b>



# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p data-bbox="450 347 1462 379"><b>Social media performance potential - user benefits for your company</b></p> <p data-bbox="450 395 1803 499">It is doubly useful for this exercise to look at your company's social media strategy. You will recognize to what extent you have become familiar with the respective topic and you will recognize to what extent the existing social media strategy meets the requirements for a convincing user benefit.</p> <p data-bbox="450 512 1077 544">To do this, carry out the following exercise steps:</p> <ol data-bbox="479 555 1839 906" style="list-style-type: none"><li data-bbox="479 555 1503 587">1. Define the user benefit(s) of your company's existing social media strategy.</li><li data-bbox="479 595 1010 627">2. Define the type of user benefit used.</li><li data-bbox="479 635 1823 738">3. Determine which target group interests this UserBenefit corresponds to and assess its relevance for these target groups and justify your assessment based on the criteria or indications of your assessment.</li><li data-bbox="479 746 1839 818">4. Check the content / communication and offers of your strategy to see whether the UserBenefit of the strategy is recognizable at all times - for a user without insider knowledge.</li><li data-bbox="479 826 1256 858">5. Check whether the UserBenefit has a social component.</li><li data-bbox="479 866 1487 898">6. Define alternative user benefits for your company's social media strategy.</li></ol>	<p data-bbox="2011 347 2065 379"><b>120</b></p>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>User benefit competition</b></p> <p>Carry out the steps described above for your company's most important competitor/competitors. This will help you recognize possible strengths or weaknesses in the social media strategy of this/these competitor(s). To do this, carry out the following exercise steps:</p> <ol style="list-style-type: none"><li>1. Define the user benefit(s) of your company's existing social media strategy.</li><li>2. Define the type of user benefit used.</li><li>3. Determine which target group interests this UserBenefit corresponds to and assess its relevance for these target groups and justify your assessment based on the criteria or indications of your assessment.</li><li>4. Check the content / communication and offers of your strategy to see whether the UserBenefit of the strategy is recognizable at all times - for a user without insider knowledge.</li><li>5. Check whether the UserBenefit has a social component.</li><li>6. Define alternative user benefits for your company's social media strategy.</li></ol>	<b>120</b>



# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Social media potential - participation</b></p> <p>Describe the participation offerings of your company's existing social media strategy according to die Art der Userbeteiligung,</p> <ol style="list-style-type: none"><li>1. the user benefit from this participation,</li><li>2. the interests of the users to be addressed and</li><li>3. the practical requirements that must be met for user participation.</li><li>4. the competitive situation of a possible participation offering for your company.</li><li>5. the company benefit that can be realized with this participation.</li></ol> <p>Define the participation offerings that are basically possible for your own company. Describe here as well</p> <ol style="list-style-type: none"><li>1. the type of user participation,</li><li>2. the user benefit from this participation,</li><li>3. the interests of the users to be addressed and</li><li>4. the practical requirements that must be met for user participation.</li><li>5. the competitive situation of a possible participation offering for your company.</li><li>6. the company benefit that can be realized with this participation.</li></ol>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Social media potential - participation competition</b></p> <p>Describe the participation offerings of the main competition's existing social media strategy according to</p> <ol style="list-style-type: none"><li>1. the type of user participation,</li><li>2. the user benefit from this participation,</li><li>3. the interests of the users to be addressed and</li><li>4. the practical requirements that must be met for user participation.</li><li>5. the competitive situation of a possible participation offering for your company.</li><li>6. the company benefit that can be realized with this participation.</li></ol> <p>Define the participation offerings that are basically possible for this competition. Describe here as well</p> <ol style="list-style-type: none"><li>7. the type of user participation,</li><li>8. the user benefit from this participation,</li><li>9. the interests of the users to be addressed and</li><li>10. the practical requirements that must be met for user participation.</li><li>11. the competitive situation of a possible participation offering for your company.</li><li>12. the company benefit that can be realized with this participation.</li></ol>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Social media potential - motivation</b></p> <p>Exercise for your company:</p> <ol style="list-style-type: none"> <li>1. Define the motivational methods and structures that your company has used in social media to date.</li> <li>2. Analyze the social media communication in the most important social media channels for your company to determine               <ol style="list-style-type: none"> <li>3. which motivation has been used in a way that is recognizable to the user.</li> <li>4. which motivation would have been possible as an alternative.</li> </ol> </li> <li>5. Define which additional methods and structures of motivation could be useful for your company.</li> <li>6. Analyze the motivation methods and structures as well as the social media communication of your most important competitors in the same way.</li> <li>7. Compare the motivation methods and structures as well as the amount of social media communication for the motivation of your own company with the corresponding performance of the most important competitors (attention and performance competitors).</li> </ol>	<b>90</b>
	<p><b>Social media potential - motivation competition (main competitor)</b></p> <ol style="list-style-type: none"> <li>1. Define the motivation methods and structures that your company has used in social media to date.</li> <li>2. Analyze the social media communication in the most important social media channels for your company to determine               <ol style="list-style-type: none"> <li>1. which motivation has been used in a way that is recognizable to the user.</li> <li>2. which motivation would have been possible as an alternative.</li> </ol> </li> <li>3. Define which additional methods and structures of motivation could be useful for your company.</li> <li>4. Analyze the motivation methods and structures as well as the social media communication of your most important competitors in the same way.</li> <li>5. Compare the motivation methods and structures as well as the amount of social media communication for the motivation of your own company with the corresponding performance of the most important competitors (attention and performance competitors).</li> </ol>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Potential of external social media channels</b></p> <ol style="list-style-type: none"> <li>1. Develop a working template for analyzing the performance potential of social media channels for companies. As criteria for the performance potential of individual social media channels, we use               <ul style="list-style-type: none"> <li>• Applicable usage formats and their quality</li> <li>• possible user benefits</li> <li>• Company benefits and their quality</li> <li>• applicable forms of motivation</li> <li>• applicable forms of participation</li> <li>• Presence of relevant subject areas</li> <li>• Presence of relevant target groups</li> <li>• Security of the social media channel for the company</li> </ul> </li> <li>2. analyze the social media channels               <ul style="list-style-type: none"> <li>• facebook,</li> <li>• Instagram,</li> <li>• Pinterest,</li> <li>• Youtube</li> <li>• X (Twitter)</li> </ul> </li> </ol> <p>their performance potential for companies for the criteria</p> <ul style="list-style-type: none"> <li>• Applicable usage formats and their quality</li> <li>• Limitation of the user benefit</li> <li>• possible forms of motivation and motivation structures in the respective social media channel</li> <li>• Possible forms of participation and participation structures in the respective social media channel</li> <li>• Security of the social media channel for companies using the example of data security and data use.</li> </ul> <p>Give reasons for your assessment of the performance potential of the individual social media channels.</p>	<p><b>150</b></p>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Potential of social media resources</b></p> <ol style="list-style-type: none"> <li>1. Define which social media resources your company could generally use for your business model.</li> <li>2. Describe the potential impact of social media resources on your company's business model for its customer segments, value propositions, channels and customer relationships.</li> <li>3. Describe the potential impact of the successful use of social media resources on the company's competitive situation.</li> </ol>	<b>60</b>
<b>Action options</b>	<p><b>Business models - customer segments</b></p> <ol style="list-style-type: none"> <li>1. Define the existing customer segments of your company.</li> <li>2. Define the change potential of social media for the existing customer segments based on the change potential for the customer segmentation criteria.</li> <li>3. Check possible starting points for customer segmentation via / in social media.</li> <li>4. Define possible social media usage formats for 2 customer segments of your company based on the topics of the customer segments. Evaluate the competitive impact and the potential business benefits of the respective usage formats.</li> </ol>	<b>120</b>
	<p><b>Business models - value propositions</b></p> <ol style="list-style-type: none"> <li>1. Define the value propositions of your company's business model.</li> <li>2. Define the needs and benefits that underlie these value propositions.</li> <li>3. Create a list of topics that are important for communicating the needs and benefits of the value propositions.</li> <li>4. Define the social media affinity of these topics.</li> <li>5. Define the priority of these topics.</li> <li>6. Define the potential business benefits of social media for the (topics of the) value propositions</li> <li>7. Define the suitable usage formats for these topics.</li> <li>8. Justify your assessment in each case.</li> </ol>	<b>120</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Business model - customer relationships</b></p> <ol style="list-style-type: none"> <li>1. Define the existing customer relationships of your company's business model.</li> <li>2. Define the most important topics of the customer relationships for social media.</li> <li>3. Define the social media affinity of these topics.</li> <li>4. Define the priorities of the individual topics.</li> <li>5. Define which usage formats are suitable for these topics.</li> <li>6. Define which user benefits are possible and meaningful for these topics - and the customer relationship - in social media.</li> <li>7. Define the possible company benefits for customer relationships through social media.</li> <li>8. Describe the change potential of social media for these customer relationships.</li> </ol>	<b>120</b>
	<p><b>Business model - channels of the business model</b></p> <ol style="list-style-type: none"> <li>1. the channel types of your business model - i.e. whether they are your own channels or partner channels and whether they are direct and/or indirect channels.</li> <li>2. the channel phases of the respective channel types and their practical design.</li> <li>3. the possible effects of social media on and for the channel types and the individual channel phases.</li> <li>4. the potential business benefits of social media for the channel types and the individual channel phases.</li> </ol>	<b>120</b>
	<p><b>Options Company benefits</b></p> <p>Determine the business benefits that can be realized in social media for your company:</p> <ol style="list-style-type: none"> <li>1. Describe the potential business benefits of social media for the customer segments of the business model.</li> <li>2. Describe the potential business benefits of social media for the business model's value propositions.</li> <li>3. Describe the potential business benefits of social media for the customer relationships of the business model.</li> </ol>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Options topics and subject areas</b></p> <ol style="list-style-type: none"> <li>1. Task Markets, value propositions, needs and topics: Define topics contained in a core market of your company based on the services and needs available there for their value propositions. (10 topics for services and 10 topics for needs).</li> <li>2. Task Topics and Priority: Define criteria for the priority of topics, justify the criteria and usage of these criteria for defining the priority of your topics from the previous task.</li> <li>3. Task Topics and social media affinity: Define the social media affinity of at least 5 topics.</li> <li>4. Topic areas task: Derive at least 1 homogeneous topic area from your topics.</li> </ol>	90
	<p><b>Options social media use formats</b></p> <ol style="list-style-type: none"> <li>1. Define the appropriate usage formats for your company's most important topics.</li> <li>2. Describe the different competitive qualities of the individual usage formats.</li> <li>3. Describe a combined usage format (i.e. the combination of two different usage formats) using one of your company's topics as an example.</li> <li>4. Describe the requirements from the usage formats for the social media channels in which the usage formats are to be implemented.</li> <li>5. Describe the competitive situation in the usage formats for the most important topics.</li> </ol>	90
	<p><b>Options user benefit</b></p> <ol style="list-style-type: none"> <li>1. Define 3 different possible user benefits for 2 topics of your company.</li> <li>2. Describe the competitive quality of the UserBenefits - i.e. the competitiveness of your UserBenefits in the competition within the topic areas.</li> <li>3. Describe the requirements from the UserBenefit for the social media channels in which the UserBenefit is to be used.</li> <li>4. Describe the requirements that a UserBenefit must fulfill in order to achieve a network effect.</li> </ol>	120



# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<b>Options participation</b> <ul style="list-style-type: none"><li>• Describe possible meaningful participation offerings for your company.</li><li>• Describe the competitive situation of performance and attention competitors in the field of participation offerings.</li><li>• Describe the user benefits of your participation offerings.</li><li>• Describe the company benefit from your participation offerings.</li><li>• Describe the effects on the competitive situation as a result of the participation offerings.</li><li>• Describe the requirements for the social media channels from the participation offerings.</li><li>• Describe the use of social media resources through your participation offerings.</li></ul>	90
	<b>Options motivation</b> <ul style="list-style-type: none"><li>• Define 2 extrinsic motivations that your company could use in social media.</li><li>• Describe examples of user-based motivation for these extrinsic motivations.</li><li>• Define 2 intrinsic motivations that your company could use in social media.</li><li>• Define examples of user-based motivation for these intrinsic motivations.</li></ul>	90

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
<b>Strategy elements</b>	<p><b>Strategy element topics and subject areas</b></p> <p>We practise developing the content of a strategy component. Justify content and decisions and describe the information and decision-making basis.</p> <ol style="list-style-type: none"><li>1. Describe the topics/subject areas of your company's current social media strategy. Alternatively: describe the topics/subject areas of your training company that you want to address via a social media strategy.</li><li>2. Describe the sources of the topics in the business model and company goals - i.e. which areas the respective topics impact.</li><li>3. Describe the company benefits that are fundamentally possible due to the social media performance potential in the individual topics.</li><li>4. Describe the possible usage formats used in the market for these topics and subject areas.</li><li>5. Describe the competitive situation in the individual subject areas, describe the quality of the competition and any open competitive positions that may be identified</li><li>6. Describe the competitive goals that you want to achieve in the respective topics based on the competitive situation.</li><li>7. Describe interactions between the topics of your strategy design and user benefit. What requirements for user benefit arise from the individual subject areas and their competitive situation.</li><li>8. Describe measures for the topics and topic areas with which you can achieve the competition goals for the topics and topic areas.</li></ol>	<b>120</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Strategy element userbenefit</b></p> <p>Here you practise developing the content of the strategy component. Give reasons for content and decisions and describe the information and decision-making basis. Please note: The exercise does not necessarily lead to the complete content of the strategy component.</p> <ul style="list-style-type: none"> <li>• summarize the user benefits from the topics.</li> <li>• Check the relevance of the UserBenefits for target groups and topics.</li> <li>• Define the UserBenefits with the best impact measured against the topics in which the UserBenefit enables the leading competitive position.</li> <li>• Define the suitability and requirements of the user benefit for the usage formats.</li> <li>• Describe whether and how you can support the UserBenefit through the strategy components of motivation and participation.</li> <li>• Define the user benefit requirements for the strategy components resources and social media channels.</li> </ul>	<b>120</b>
	<p><b>Strategy element corporatebenefit</b></p> <p>We analyze the</p> <ul style="list-style-type: none"> <li>• content and</li> <li>• structures (usage formats)</li> </ul> <p>of our company's social media presence for</p> <ul style="list-style-type: none"> <li>• Direct company benefits (benefits that are primarily geared towards the direct success of the company)</li> <li>• Social media benefits (benefits that are primarily geared towards social media success).</li> </ul> <p>Describe what business benefits arise from the existing social media strategy, Describe which corporate benefit would be possible in principle for the business model and corporate goals.</p>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Strategy element use formats</b></p> <p>Describe the usage format(s) of your company's existing social media strategy. Pay attention to whether these are pure usage formats or combined usage formats.</p> <p>Describe the alternative usage formats that would be possible and useful for your company. (This is based on the suitability of the usage formats for the company's topics).</p> <p>Describe the performance potential of the usage format of the existing social media strategy for your business model based on the strengths and weaknesses of the usage format.</p>	<b>90</b>
	<p><b>Strategy element participation - your company</b></p> <p>Use the following exercises for your company.</p> <ul style="list-style-type: none"> <li>• Define the possible participation formats and the structures available for this in the 3 most important subject areas of your company.</li> <li>• Define the opportunities in the 3 most important subject areas of your company for competitive advantages through user participation - in particular with regard to the competitive position and economic advantages - and justify your assessment.</li> <li>• Specify which requirements can arise from the content of the participation strategy component for which other strategy components.</li> <li>• Define the functional areas of your company that can be affected / influenced by the content of the participation strategy component.</li> <li>• Define 2 previously unused examples of user participation that can have a positive impact on the competitive situation or the business model of your company.</li> <li>• Describe the benefits that users derive from the participation offerings in the previous example.</li> <li>• Describe the possible company benefits from the unused participation offerings in your examples.</li> </ul>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Strategy element participation - competitor</b></p> <p>Use the following exercises for another company of your choice.</p> <ul style="list-style-type: none"> <li>• Define the possible formats of participation and the structures available for this in the 3 most important subject areas of the selected company in your opinion.</li> <li>• Define 2 previously unused examples of user participation that could have a positive impact on the competitive situation or the business model of the example company.</li> <li>• Describe the user benefits from the previously unused participation offers.</li> <li>• Describe the company benefits from your examples of unused participation offerings.</li> <li>• Define the opportunities in the company's 3 most important subject areas to generate competitive advantages for users through participation offerings and give reasons for your assessment.</li> <li>• Define which requirements can arise from the strategy component motivation for which other strategy components.</li> </ul>	<b>90</b>
	<p><b>Strategy element motivation - your company</b></p> <ul style="list-style-type: none"> <li>○ Define the possible motivation formats (methods and topics) as well as the existing motivation structures (system-based and user-based) in the 3 most important subject areas of your company.</li> <li>○ Define the opportunities to generate competition advantages through motivation methods and motivation systems in the 3 most important subject areas of your company and justify your assessment.</li> <li>○ Define which requirements can arise from the strategy component motivation on which other strategy components.</li> </ul>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p><b>Strategy element motivation - competitor</b></p> <p>Apply the following exercises to a competitor company of your choice.</p> <ul style="list-style-type: none"> <li>○ Define the possible motivation formats (methods and topics) as well as the existing motivation structures (system-based and user-based) in what you consider to be the 3 most important subject areas of the selected company.</li> <li>○ Define the opportunities to generate competition advantages through motivation methods and motivation systems in the 3 most important subject areas of the company and justify your assessment.</li> <li>○ Define which requirements can arise from the strategy component motivation on which other strategy components.</li> </ul>	<b>90</b>
	<p><b>Strategy element social media channels</b></p> <p>Work through the following steps based on your own company:</p> <ul style="list-style-type: none"> <li>• Define the requirements for the social media channels based on your strategy components</li> <li>• Define the performance potential of YouTube, Facebook, Twitter, Instagram for your social media strategy and their requirements</li> <li>• List recognizable deficits and possible solutions.</li> </ul>	<b>120</b>
	<p><b>Strategy element communication</b></p> <p>Examine your company's social media communication over a period of at least 30 days.</p> <ul style="list-style-type: none"> <li>○ Define the social media usage formats in which communication takes place. Which additional usage formats would be possible and useful. Justify the suitability of the additional usage formats.</li> <li>○ What effect should the communication you have examined have on social media users? What corporate benefit is created with this communication?</li> <li>○ What type of relationship is established with this communication?</li> <li>○ What user benefit is created by this communication?</li> <li>○ What motivation (type, structure) is used in this communication for which goal?</li> </ul>	<b>90</b>

# Exercises and prices for individual feedback

Phase	Exercise description	feedback €
	<p data-bbox="450 347 904 379"><b>Strategy element target groups</b></p> <p data-bbox="450 395 1473 427">Develop the content of the target group strategy component for your company.</p> <p data-bbox="450 443 1279 475">Your strategy component should describe the following content:</p> <ul data-bbox="577 483 1845 1137" style="list-style-type: none"><li data-bbox="577 483 1845 555">○ Definition: Target groups of the social media strategy according to socio-demographics, social media affinity, relevant interests (topics) and motivations.</li><li data-bbox="577 563 1664 595">○ Target group coverage: the target group coverage to be reached in social media.</li><li data-bbox="577 603 1812 675">○ User benefit from social media: the user benefit that is made possible for our target groups through our social media strategy.</li><li data-bbox="577 683 1787 754">○ Market impact: the impact we want to achieve within these target groups with the help of social media (behavior, attitudes, etc.)</li><li data-bbox="577 762 1839 834">○ Corporate impact: the impact we want to achieve from the market impact for the areas of the business model and corporate functions.</li><li data-bbox="577 842 1827 914">○ Competitive impact and position: the competitive position we want to achieve through social media.</li><li data-bbox="577 922 1845 1026">○ Social media measures for the target groups: the most important measures (structures, topics and content, motivation, participation, etc.) for the target groups with which we want to achieve the defined effects.</li><li data-bbox="577 1034 1787 1106">○ Goals, targets and KPIs: Objectives, target figures and the KPIs for measuring the impact / results</li><li data-bbox="577 1114 1675 1137">○ Resources: the technical, financial and personnel requirements of our measures.</li></ul>	<p data-bbox="2029 347 2069 379"><b>90</b></p>



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	<p><b>Strategy element reach</b></p> <ul style="list-style-type: none"> <li>• Goals of the reach: (what use should the reach serve)</li> <li>• Topics / subject areas for which we want to build reach.</li> <li>• Channels of reach: (in which channels do you want to build reach) - justify the choice of reach.</li> <li>• User benefit: which user benefit would you use to build reach. Justify your choice.</li> <li>• Methods: (which methods do you want to use to build the respective reach) - justify your choice of methods.</li> </ul>	90
	<p><b>Strategy element competition</b></p> <ul style="list-style-type: none"> <li>• Describe the competitive situation of your company in social media with the most important performance competitors based on the relevant topics, the usage formats used, user benefit, participation and the social media channels used.</li> <li>• Describe the competitive situation of your company in social media with the most important attention competitors based on the relevant topics, the usage formats used, the user benefit, the participation and the social media channels used.</li> <li>• In which topics / topic areas with the highest priority can a leading competitive situation be realized? Give reasons for your assessment.</li> <li>• What must a social media strategy achieve in order to reach a leading competitive situation in these topics? Describe this performance based on user benefits, usage formats, participation, motivation and the social media channels used.</li> </ul>	120
	<p><b>Strategy element objectives</b></p> <ul style="list-style-type: none"> <li>• Describe social media goals for user benefits, usage formats, participation, social media channels of your social media strategy/your company's social media strategy.</li> <li>• Define KPIs for these social media goals and explain their connection and measurement.</li> </ul>	90

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	<p><b>Strategy element resources</b></p> <ol style="list-style-type: none"><li>1. Create the strategy component resources for the social media strategy of your company / your strategy component on the basis of the strategy components developed so far and their resource requirements. Distinguish between qualitative and quantitative requirements and record which resource requirements can be covered by the company's / social media division's resources and which additional resources are required.</li><li>2. Define where social media resources can be used in your social media strategy.</li><li>3. Define possible uses for social media resources with your most important attention-grabbing competitor.</li></ol>	<b>120</b>
	<p><b>Strategy element assumptions and prerequisites</b></p> <p>Work out the content of the strategy component assumptions and prerequisites based on the other components of the social media strategy of your own strategy example by summarizing the assumptions and prerequisites on which the content of the other strategy components is based.</p>	<b>90</b>

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<b>Strategy definition</b>	<p><b>Strategy definition - strategy / strategyvariants</b></p> <ol style="list-style-type: none"> <li>1. Define the topics/subject areas in which you see the opportunity for a leading position in social media due to the competitive situation.</li> <li>2. Define the topics and subject areas that have the highest priority for the company's success.</li> <li>3. Define the resources that are permanently/permanently available for the strategy.</li> <li>4. Define the most relevant combinations of options for action for topics/subject areas based on the priority of company success and competitive opportunities. Also pay attention to the homogeneity of topics/subject areas</li> <li>5. Define and justify which strategy variants are relevant for the company. When considering the criteria, think about the competitive risks, resource requirements and benefits of the strategy.</li> <li>6. Define goals and content for the strategy components for your company's social media strategy / strategy variants               <ul style="list-style-type: none"> <li>o Topics/topic areas: which topics/topic areas are systematically addressed by the strategy?</li> <li>o User benefit: what user benefit is created by the company's existing social media strategy?</li> <li>o Usage formats: which usage formats are used in the social media strategy and which possible usage formats are not used?</li> <li>o Participation: What participation offers and structures does your company's existing social media strategy offer without the specified offers of external social media platforms used?</li> <li>o Motivation: which motivation methods and structures does your company's existing social media strategy use?</li> <li>o Company benefit: what specific company benefit is created by the company's existing social media strategy and how is this company benefit integrated into the company processes?</li> </ul> </li> </ol> <p>Justify the content of these strategy components.</p> <p>Evaluate the content of these strategy components in terms of their competitive quality compared to the most important attention competitor and the most important performance competitor.</p>	<p><b>250</b></p>

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	<p><b>Competition and competitive reactions</b></p> <ol style="list-style-type: none"> <li>1. Define on which topics of the performance of a brand or product area the competition will be held.</li> <li>2. Define the competitive position of your most important competitor in these topics via user benefit, usage formats, motivation and participation.</li> <li>3. Define the possibilities of using social media to influence these topics and their evaluation.</li> <li>4. Define the options for shaping the competition in these topics to benefit your company.</li> </ol> <p>Justify your choice and describe the information basis of your choice.</p>	<b>150</b>
	<p><b>Organization</b></p> <p>Define for your company</p> <ul style="list-style-type: none"> <li>• which areas and participants should be involved in defining the strategy (functional areas and functions.</li> <li>• which content needs to be developed in which processes</li> <li>• who is responsible for which steps/content</li> <li>• who is responsible for which decisions in this process.</li> </ul> <p>Justify your selection.</p>	<b>90</b>

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Phase	Exercise description	feedback €
	<p><b>Competition risks</b></p> <ul style="list-style-type: none"> <li>Describe more competitive/performing alternatives for the core strategic components of your company's existing social media strategy.</li> <li>Usage formats</li> <li>UserBenefit</li> <li>participation</li> <li>motivation</li> </ul> <p>If you do not recognize any more powerful content for strategy components, explain why more powerful content is not possible.</p> <p>Describe the competitive advantages of your alternatives compared to the existing content of the core strategy components.</p> <p>Describe the information basis on which you derive the alternatives.</p>	120
	<p><b>Customer journey</b></p> <ul style="list-style-type: none"> <li>Define your company's customer journey.</li> <li>Define the topics of your company's customer journey or one of your company's customer journeys.</li> <li>Define the priority of each topic of the customer journey within its topics.</li> <li>Check whether topics could be suitable for redirecting users from the customer journey. Redirection means bypassing subsequent topics.</li> </ul>	120
<b>Strategy evaluation</b>	<p>Evaluate a social media strategy (of your company or a version of the strategy you created) on.</p> <ul style="list-style-type: none"> <li>the business benefit that is to be realized with this strategy.</li> <li>the competitive position(s) that can be achieved with this strategy.</li> <li>the resource requirements required for the defined benefits.</li> <li>the risks, assumptions and requirements of the strategy.</li> </ul> <p>Justify the evaluation and explain the criteria you used to evaluate performance in each area.</p>	120

**Social  
Media  
Strategy  
Next  
Level**



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**Do you have  
questions  
about social  
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or the pbsm?**

**Just get in  
touch with me.**