

Social Media Strategy and The Power of Ambassadors

Lucy Vincent | The Royal Mint



Agenda

About Me & My Role

Social Strategy

Ambassadors

1. Goals

Drive
Traffic

Quality
Customer
Service

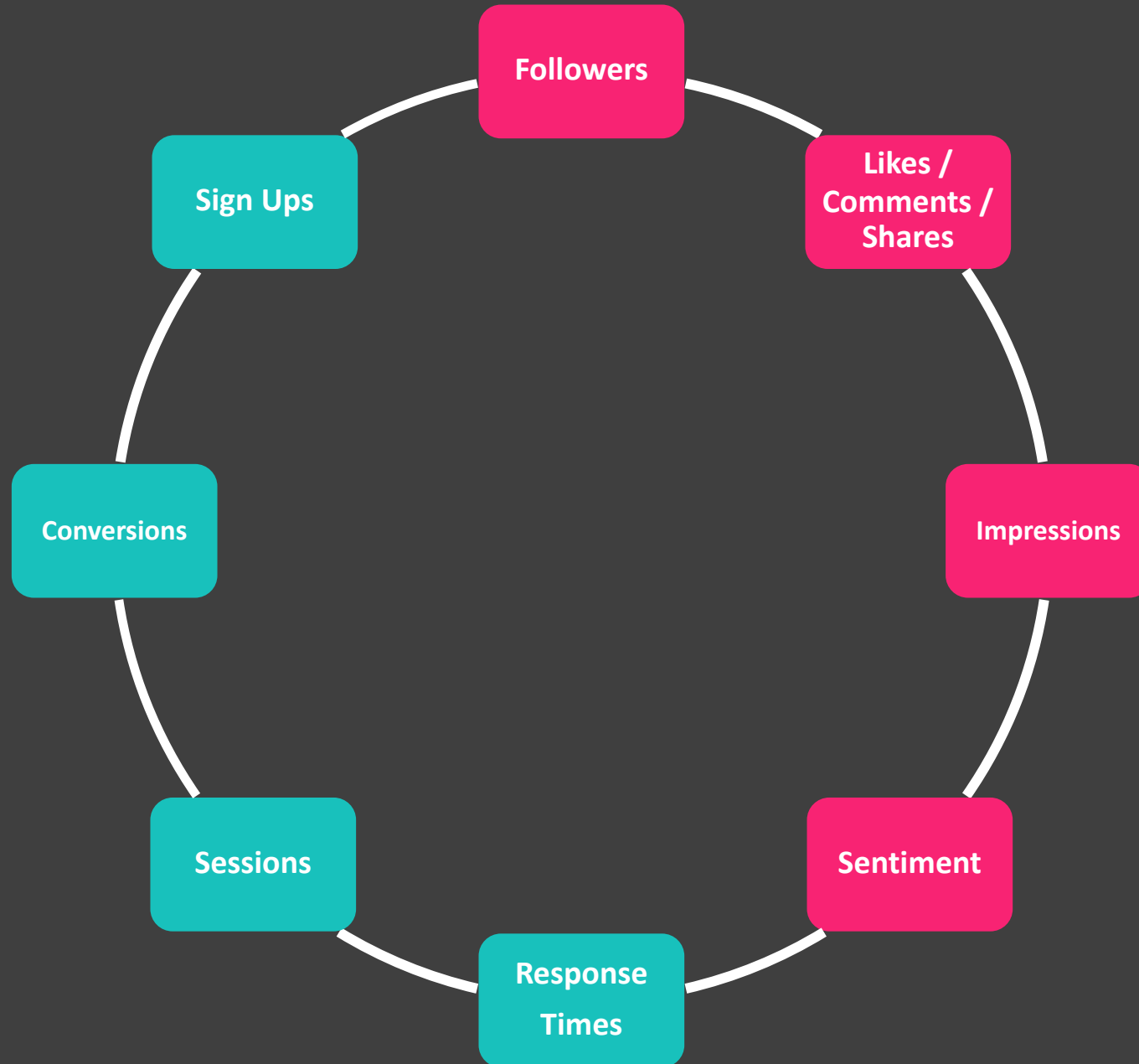
Acquisition /
Retention

Inform /
Increase
Conversions

Increase
Brand
Awareness

Increase
Engagement

2. Metrics



3. Personas

Who Are They?

Demographics
New
Existing

What Do They Want?

Educational Content
Entertainment
New Products

Where Are They?

Facebook
Instagram
Twitter
LinkedIn

What Do They Like?

Video
Infographics
Interviews

When Do they Browse?

Commuting
Late Evening
Lunchtime
Weekends

What Tone of Voice?

Playful
Corporate
Informative
Entertaining

4. Voice

Persona:

Trend Follower

Language:

Playful

In line with theme

Purpose:

Inform & Entertain

Tone:

Fun

In control



The Royal Mint

Published by Hootsuite [?] · 29 October at 08:57 · 🌐

Cracking news - the beagle has landed! To mark 30 years since blast off, Wallace & Gromit have touched down on their first UK 50p coin. Caerphilly struck to Brilliant Uncirculated, Silver Proof and Gold Proof standard, cheese the moment and make a brie-line to our website! >>

<http://ow.ly/u0RI50wW5bG> 🧀

Aardman Animations



The Royal Mint ✓ @RoyalMintUK · Oct 29

Due to high demand for the Wallace & Gromit 50p our website is running a little slower than usual, but camembert with us, we're working as hard as we can to get it back up and running! #30CrackingYears



4. Voice

Persona:
Investor / Job Seeker

Language:
Corporate

Purpose:
Inform

Tone:
Serious and Factual



The Royal Mint

4,925 followers

2w

For centuries The Royal Mint has provided the world's leading coins and precious metal products, and today our customers expect the same unrivalled service online.

...see more



Royal Mint Invest @RoyalMintInvest · Oct 7

As well as being VAT free & Capital Gains Tax exempt, all of our Queen's Beasts #gold coins are struck in 999.9 fine gold. #Invest in Royal heraldry today >> ow.ly/wu4J50wEBGH

Struck in
999.9 fine
gold



4. Voice

Persona:

Any

Language:

In line with original post

Purpose:

Acknowledge and Humanise

Tone:

In line with original post



Shelley Bellamy
@Bestyoo

Going to breakfast with Santa @RoyalMintUK on Sat and I've just had an email from Santa to check the names of the children and what they like. Bravo, Royal Mint, bravo! I am loving the attention to detail!!!

11:18 AM · Nov 19, 2019 from [Wales, United Kingdom](#) · [Twitter for Android](#)

1 Like



The Royal Mint [@RoyalMintUK](#) · 1s

Replying to [@Bestyoo](#)

Ho, ho, hope you all have a fab time! 🎅 [@RoyalMintExp](#)



Pamela Robinson Here's my Snowman looking very dapper I think!



Haha · Reply · Message · 1w



The Royal Mint [@RoyalMintUK](#) Pamela Robinson he's got his Movember tache!

Like · Reply · 1w



5. Competition



Voice

Channels

Content

6. Tactics

Paid Activity

Content
&
Creative

Organic
Activity

Influencers

Teasers
&
RYI

6. Tactics

Teasers
&
RYI

 **The Royal Mint** ✓
@RoyalMintUK

Come on clouds – we were promised enough #snow to build a #snowman! Click here to join our #SnowWatch and be first in line to hear of any #festive flurries!
ow.ly/U7Xf50wYoja 🧑‍🌾 #weather




Snow Watch
6° ☁️
Cloudy

Today	Tue	Wed	Thu	Fri	Sat	Sun
☁️	☁️	❄️	❄️	❄️	❄️	❄️
6°	2°	0°	-8°	-8°	-7°	-7°

0:19 | 2.4K views

 **The Royal Mint**
Published by Hootsuite | ? | 22 October at 10:00 - 🌐

Prepare for landing... <http://ow.ly/9qn550wQ4pV>
Aardman Animations

 **The Royal Mint** ✓
@RoyalMintUK

#SnowWatch update – the chance of #snow is 100% in #Llantrisant! Brb, we're off to make a #snowman! 😊
ow.ly/WzEq50x1bdw



Snow Watch
-8° ❄️
Heavy Snow

Today	Tue	Wed	Thu	Fri	Sat	Sun
❄️	❄️	❄️	❄️	❄️	❄️	❄️
-8°	-8°	-7°	-7°	-7°	-6°	-6°



Wallace & Gromit
Est. 1989

30
YEARS

1 WEEK UNTIL TOUCHDOWN!

© and ™ Aardman/W&G Ltd. All rights reserved.

6. Tactics

Teasers
&
RYI



DEREK BROCKWAY WEATHERMAN ✓
@DerekTheWeather

Winter is coming! I'm seeing reports of snow falling in the Llantrisant area...make sure you wrap-up warmly!

❄️ #SnowWatch



The Royal Mint ✓ @RoyalMintUK · Nov 4

#SnowWatch update – the chance of #snow is 100% in #Llantrisant! Brb, we're off to make a #snowman! 🤖🌨️ [ow.ly/WzEq50x1bdw](https://www.youtube.com/watch?v=WzEq50x1bdw)



Paul Dyer
@Mr_Doovde

Replying to @DerekTheWeather

@scott_mills @DerekTheWeather WINTER IS COMING!



6. Tactics

Influencers



7. Planning

Date	Post	Creative	Campaign	Platform

7. Planning

Wider Schedule

Facebook

Product Posts:
3 x Com Coin
2 x Gifting
2 x Historics

Non Product:
1 x BTS
3 x Stories

Twitter

Product Posts:
3 x Com Coin
2 x Gifting
2 x Historics

Non Product:
1 x BTS
3 x Stories
Daily Trends

Instagram

Feed Posts:
1 x Com Coin
1 x Gifting
12 x Historics

Stories:
2 x Com Coin
2 x Gifting
2 x Historics

LinkedIn

Jobs:
Vacancies

Brand:
2 x BTS
1 x Interview
Awards
Industry News

8. Execution

Customer
Service

Internal
Comms

Engage

Monitor

Reactive
Opportunities

8. Execution

Reactive Opportunities



Hi @jlandpartners 🍷. #ExcitableEdgar 🐸 lit that Christmas Pud perfectly, but he forgot the key ingredient! Whether you plan to bake your own or will be heading to the shops, don't forget the traditional #Silver #Sixpence. Click below to get yours! ow.ly/vAlr50xd5OS



Replying to @RoyalMintUK

Thanks for the priceless advice @RoyalMintUK, we'll be sure to share it with @Waitrose too...



Hi @PaulHollywood @PrueLeith @nomadbakerdavid @stephiblackwell 🍷. We're in awe of your baking skills, but something was missed on #GBBO - the Christmas Pudding! Up for it? Let us know and we'll send you the key ingredient - a traditional Silver Sixpence! ow.ly/AC2e50wWxXt



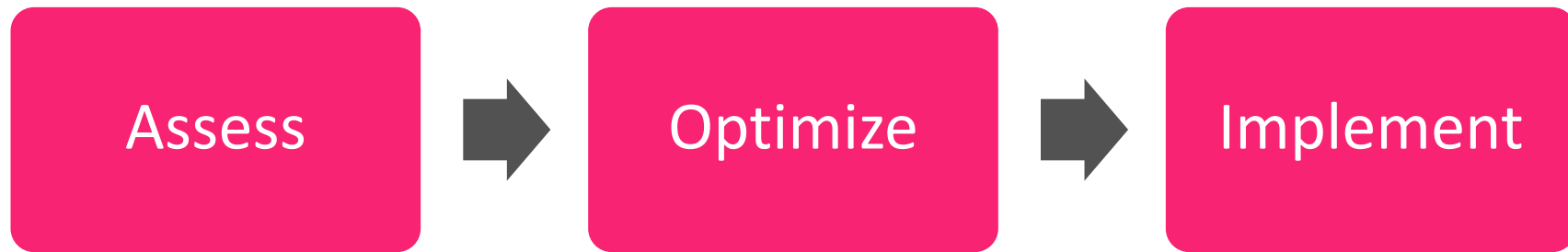
Published by Hootsuite [?] · 13 October · 🌐

Who watched Wales v Uruguay this morning? Did you know that we have struck coins for Uruguay since 1953, and among the most recent is this bi-colour 10 pesos of 2015 showing a puma against the background of the rising sun?

Thanks to our fact finders at The Royal Mint Museum!



9. PCA



Ambassadors

Individuals who love your brand and / or have a

personal interest in your product or service, and are

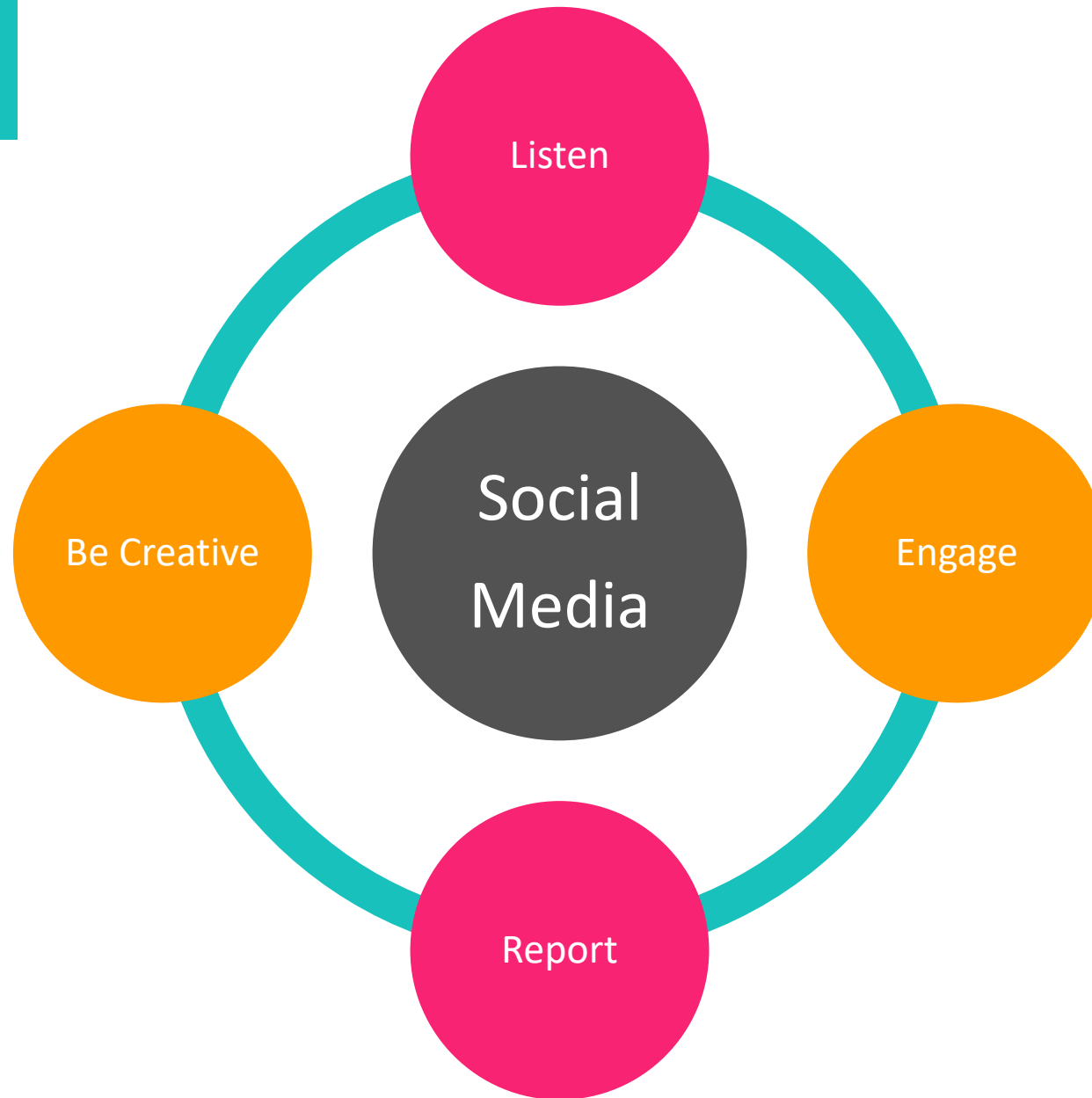
willing to amplify your messaging without monetary payment

Ambassadors

Royal Mint
Ambassadors



Conclusion



Thank you!

Any

Questions?