



# SOCIAL MEDIA STRATEGY

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and Marketing  
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01

# Overview of Brand and Marketing Campaign



## So who is ADT?

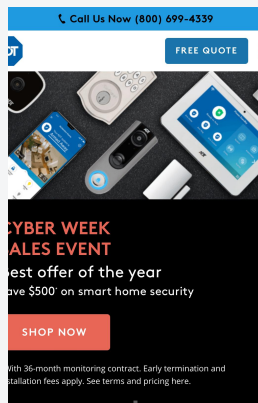
When I was first looking at the list of companies trying to decide which one to go with my boyfriend suggested ADT. I looked at him with a funny face and said, “WHO?” He repeated himself and then said, “Haven’t you seen their ads on Facebook?”

I again looked at him perplexed and said, “NO.”



I knew then that ADT was the company I wanted to better understand.

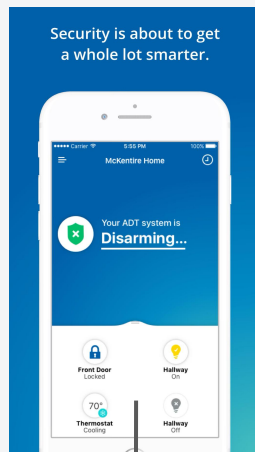
## Website



ADT SECURITY ALARM SYSTEMS

Comes across more sales pitchy

## Mobile



Mobile friendly app

## Social Media



It feels more structured and hard to connect with

# CURRENT ADT ADS



**When you go on vacation, burglars go to work.**

The fact is, burglars look forward to your summer vacation as much as you do. According to FBI statistics, over 26% of home burglaries take place between Memorial Day and Labor Day.

To help safeguard your home, call ADT Security Systems—the world's number one security company—and have our Safewatch® Plus system installed for only \$99\*.

Enjoy peace of mind knowing that your home is monitored 24 hours a day. You'll also get our ADT Money-Back Safewatch® Service Excellence Guarantee!

Help put a burglar out of business... call ADT and take advantage of our super summer sale price today.

**ADT Summer Sale! Now Only \$99\* installed\***

- 2 Door Sensors + 1 Motion Sensor
- 1 Control Panel + 1 Interior Alarm Siren
- Window Stickers & Yard Sign

Take advantage of our limited-time savings with the attached coupon. Special business offer available, too. Call now for a FREE security review!

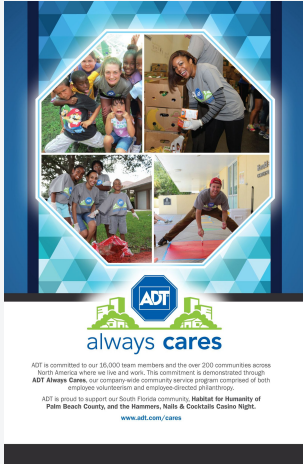
**Summer Hours! Operators on call 7 days a week!**

ADT Security Systems, Inc. Member Since 1994. ADT Security Systems, Inc. ADT Security Systems, Inc. © 2013 ADT Security Systems, Inc.

There is a lack of a story



There is a lack of cohesion across their ads

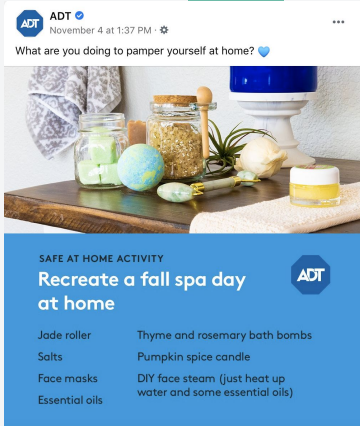


**ADT always cares**

ADT is committed to our 16,000 team members and the over 200 communities across North America where we live and work. This commitment is demonstrated through ADT Always Cares, our company-wide community service program composed of both employee volunteerism and employee-aided philanthropy.

ADT is proud to support our South Florida community. **Knights for Humanity of Palm Beach County, and the Hammers, Nails & Coats/Casino Night.**

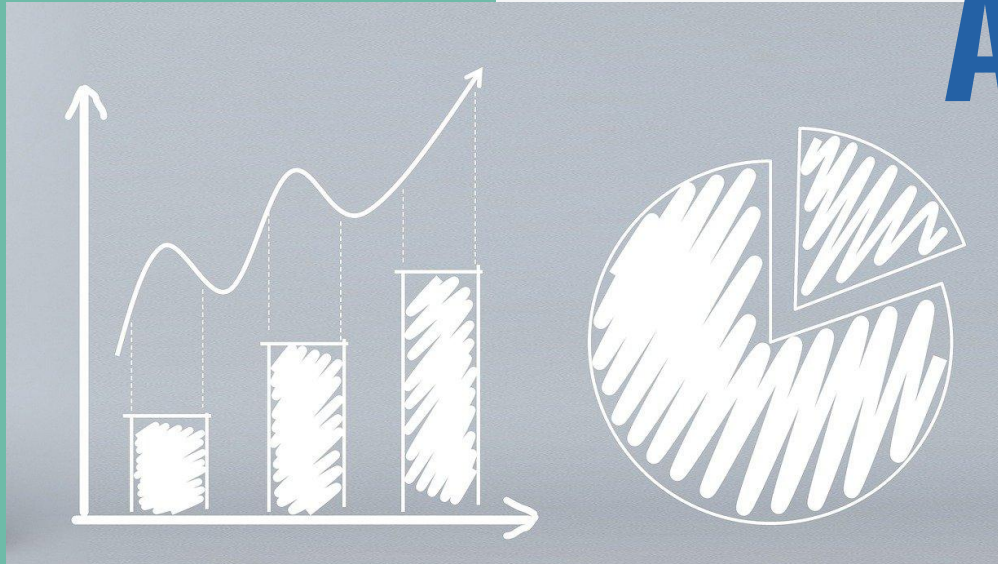
[www.adt.com/cares](http://www.adt.com/cares)



I thought this was a home security company and in that respect it doesn't seem to be in alignment with the overall brand.

# 02

# MARKET ANALYSIS

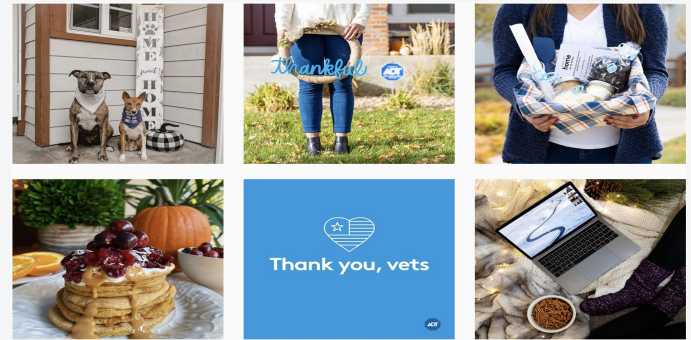






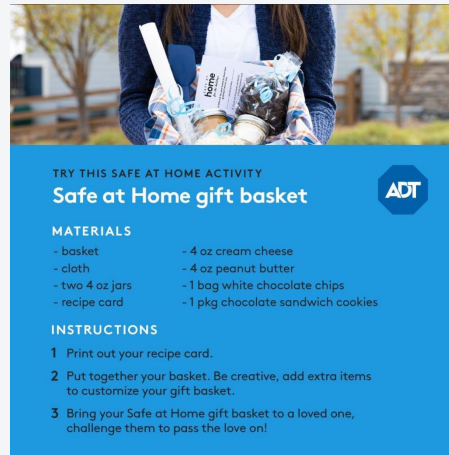
## Twitter

Had a variety of posts including recipes, seasonal posts, cute animal videos caught on security cameras, personal pictures of people and celebrities



## Instagram

Mostly recipes with a few seasonal posts



## Facebook

Looks like it's for middle age women, stay at home moms, & LGBTQ's who like to cook a lot. It seems very stereotypical



**Sleep Soundly Tonight**

2,065,085 views · 4 days ago

From the brand that more families trust for quality and timeless protection.

Facebook: <http://www.facebook.com/adt>

Twitter: <http://www.twitter.com/adt>

Call Us: 1-888-211-8563

We Are What We Protect #RealProtection ▶ PLAY ALL



**Real People, Real Stories, Real Protection**

ADT  
1K views · 1 month ago



**Technology that adapts with you**

ADT  
14M views · 2 months ago



**Full Circle Of Protection #RealProtection**

ADT  
163K views · 1 year ago



**Protecting Pets #RealProtection**

ADT  
3.1K views · 1 year ago



**Protecting Teen Drivers #RealProtection**

ADT  
2.5K views · 1 year ago

**LinkedIn**

More oriented to business posts and hiring

**YouTube**

Video ads, testimonials, and moving tips

**We are what we protect.**

**ADT**  
Security & Investigations · Boca Raton, Florida · 75,568 followers

ADT is the most trusted name in smart home security, helping to protect and connect what matters most.

+ Follow Visit website

22 people from your school were hired here  
See all 19,234 employees on LinkedIn

**Home** About Jobs People Events

**About**  
ADT is a purpose-driven company backed by more than 300 offices, 9 monitoring centers, and the largest network of security professionals in the United States. As a leading provider of security, automation, and sm... see more

Contact info  
[jobs.adt.com/](http://jobs.adt.com/)

Stock  
ADT **\$7.54**  
NYSE ▲ 0.25 (3.425%)

**Affiliated pages**

**ADT Cybersecurity**  
Computer & Network Security  
1,155 followers  
+ Follow

**ADT Multifamily**  
Security & Investigations



TRY THIS SAFE AT HOME ACTIVITY  
**Safe at Home gift basket**



**MATERIALS**

- basket
- cloth
- two 4 oz jars
- recipe card
- 4 oz cream cheese
- 4 oz peanut butter
- 1 bag white chocolate chips
- 1 pkg chocolate sandwich cookies

**INSTRUCTIONS**

- 1 Print out your recipe card.
- 2 Put together your basket. Be creative, add extra items to customize your gift basket.
- 3 Bring your Safe at Home gift basket to a loved one, challenge them to pass the love on!



TRY THIS SAFE AT HOME RECIPE  
**Emily's cranberry sauce**



**INGREDIENTS**

- 1/3 cup cranberries
- 1/3 cup orange juice
- 1/4 cup coconut sugar
- 1 tsp cinnamon

**INSTRUCTIONS**

- 1 Place all ingredients in a small saucepan.
- 2 Cook on stove for 6 min at medium heat (the mixture should boil).
- 3 DONE and ready to top on the stack of your dreams.



TRY THIS SAFE AT HOME ACTIVITY  
**DIY Thanksgiving wreath**



**MATERIALS**

- foam wreath starter
- 2" thick ribbon
- fake florals
- word cutout of your choice
- paint
- hot glue gun

**INSTRUCTIONS**

- 1 Paint the word cutout the color of your choice and set aside to dry.
- 2 Wrap foam wreath with ribbon until covered completely.
- 3 Hot glue florals and word cutout onto wreath.
- 4 Hang and enjoy!

It's hard to see how these recipes let you see how ADT is a security company.

According to America's Home Security Statistics Millennials are more likely to have a security system.

In examining ADT Facebook social media they seem to be missing this demographic in their targeted approach.

40,000



Website

35,000



Facebook

30,000



Instagram

# 03



## GOALS & STRATEGY

# WHAT IS WORKING

YouTube is the platform with the best brand cohesiveness with the website.

The screenshot shows the top portion of the ADT YouTube channel page. At the top, a green banner asks "What do you want to protect?" with a search input field. Below this, the channel name "ADT" is displayed with "26.7K subscribers" and a red "SUBSCRIBE" button. A navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT". The main content area features a video player for "Sleep Soundly Tonight" with a view count of 1,875,767. To the right of the video, there are social media links for Facebook, Twitter, and a phone number: 1-888-211-8563.

This screenshot shows a YouTube playlist titled "We Are What We Protect #RealProtection". It contains five video thumbnails with the following details:

- Real People, Real Stories, Real Protection**: ADT, 1K views • 1 month ago
- Technology that adapts with you**: ADT, 14M views • 2 months ago
- Full Circle Of Protection #RealProtection**: ADT, 163K views • 1 year ago
- Protecting Pets #RealProtection**: ADT, 3.1K views • 1 year ago
- Protecting Teen Drivers #RealProtection**: ADT, 2.5K views • 1 year ago

Below this playlist is another titled "Making Moves with ADT" with five video thumbnails:

- Making Moves and Replacing Signs with ADT**: ADT, 1.7K views • 5 months ago
- Making Moves Home Buying Tip**: ADT, 1.3M views • 5 months ago
- Making Moves on a New Home?**: ADT, 2.2M views • 5 months ago
- Protect Your New Home with ADT**: ADT, 14M views • 5 months ago
- Making Moves Moving Tip**: ADT, 1.5M views • 5 months ago



# PLAN OF ACTION

- ★ **What is the company mission?**
- ★ **Create ads to target the right audiences for the right social media platform**
  - Keywords
  - Key hashtags
  - Targeted Demographics
- ★ **Create social media policies**
- ★ **Find influencers to help promote the brand**
- ★ **Initiatives**
  - Create a calendar of events
  - Specials and/or Sales
  - Ads and what type of ads
- ★ **Start Social Listening**
  - Use the analytics from social listening to tweak social media posts

- ★ **Increase social engagement**
  - Ask for reviews
  - Conduct polls
  - Start a group
  - Build a community
  - Provide value
  - Provide information
  - Respond to posts
  - Humanize your brand
  - Follow the right people
- ★ **Create & Monitor Measurable Goals**
  - What are the conversion rates?



# GOALS



- ★ Provide Customer Support via social media
- ★ Create social media policies
- ★ Create a crisis management policy for social media

- ★ Increase brand awareness
- ★ Comment on consumers post (add value)
- ★ Vary posts so Facebook and Instagram are not duplicates of each other
- ★ A/B testing to update the website to be more aligned with the target audience
- ★ Create a campaign and new ads that tells more of a story of how ADT can help the consumer.



# 04

# ETHICS



A word cloud of ethics-related terms. The words are arranged in a roughly circular shape. The most prominent words are 'Ethics' and 'Virtue'. Other words include 'Character', 'Confucius', 'Motivation', 'Intention', 'Intent', 'Aristotle', 'Goodness', 'Buddha', and 'Wisdom'. The words are in various shades of blue and purple.

Motivation  
Confucius  
Character  
Virtue  
Ethics  
Intention  
Intent  
Aristotle  
Goodness  
Buddha  
Wisdom

When using social media to promote one's business, it's crucial to create social media policies. This keeps the brand cohesive across the sites and also allows the company to create SLA and set expectations for posts on your social media platform.

Having these rules in place allows the company to be transparent and honest.



“I can think of several reasons based on my experience: among other things, to focus social media efforts toward supporting the organization's strategic goals; to respond when positive—and negative—content appears; to support people who represent the organization via social media platforms and, to an extent, manage what they say; and to encourage successes and mitigate potential disasters.”  
(Howard, 2014)

### **Ethics & Social Media**





Wendy Haughlan

Washington

I heard a loud noise at the back of my house. Glass was shattering from the sliding door on the patio. ADT called me right away and I told them to send help because someone was in my house...[Read More](#)



**Sean of Other, Other** Verified Reviewer

Original review: Nov. 19, 2020

Several attempts to cancel the service which I didn't contract in the first instance and then I gave up. I disputed the bill for \$124 and they said they would get back to me but never did. In the end I paid it on 6/10/20. Today I get a letter from a debt recovery agency and I call - despite quoting the receipt number the extremely rude person in the billing department refused to sort the problem and said they will get back to me. Right. Stay away from this poor service. Dishonest mob.

# CRISIS MANAGEMENT

Having a crisis management process in place can make or break a company and help avoid any legal issues.



“Crisis management is a responsibility that you probably wouldn’t think of as part of a social media manager’s job; I didn’t think of it when I took this job. I didn’t realize crisis management was a critical component until after we’d had a crisis....Whether it’s a tornado or a snow day, whatever the case may be, it could represent a public relations crisis.” (Howard, 2014)

05

# CONTENT PLAN

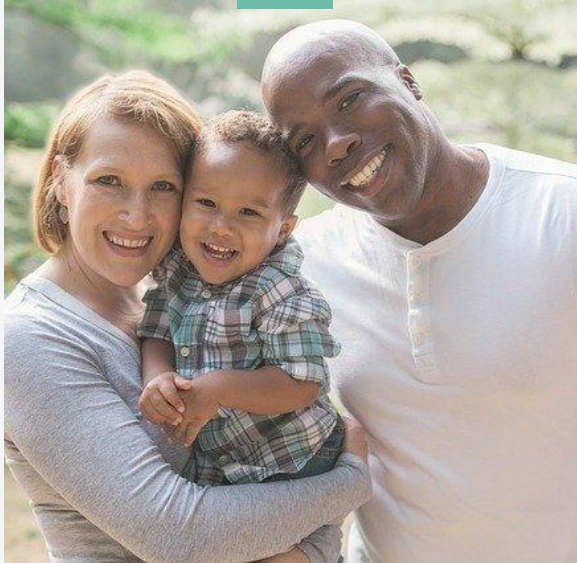


# BUYER PERSONA

**Age:** 25 to 45

**Education:** Bachelors & Masters

**Location:** USA



**Middle Class**

**Income range:** \$2000 - \$5000 per month

**Marital status:** Married

**Hobbies:** Sports, Family and social media

- Motivations
- Behavior
- Personality
- Interests

WHAT PLATFORMS ARE WE GOING TO USE?





WHAT TONE ARE WE GOING TO USE?



The overall strategy would be to tell stories about families and how ADT can help them.

WHAT TONE ARE WE GOING TO USE?



ADT

# Learn About Protecting Your Home



Visit [www.adt.com/blog/Learn-about-Protecting-Your-Home](http://www.adt.com/blog/Learn-about-Protecting-Your-Home) for more details.

WHAT TONE ARE WE GOING TO USE?



Summer Travels

*security with the  
touch of a button*



WHAT TONE ARE WE GOING TO USE?



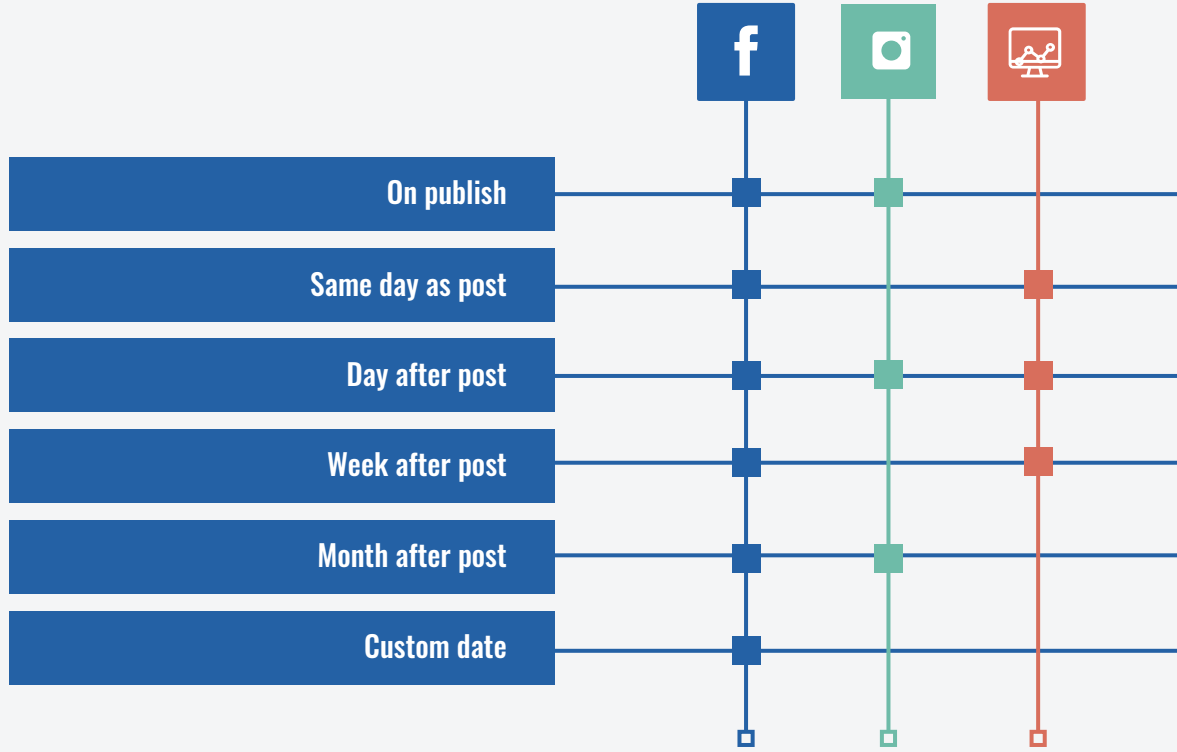
ADT

IT'S SHOWING YOU'RE FAMILY YOU CARE

*LOVE*



# CONTENT SHARING PLAN





“Humanizing your brand gives you a competitive edge because people like making connections, and they like to invest their time and money in people they can relate to.”

(Hubspot Academy)

“When you’re able to show someone that you’re truly listening, not just responding to a couple of keywords, but that you truly understand what they’re asking about, it’s extremely rewarding for that individual to know that we heard it and that we provided a real response.” (Trost,2020)



An aerial photograph of a beach and ocean. The left side shows a sandy beach with a person walking, leaving a shadow. The right side shows the ocean with white, foamy waves crashing. A large blue rectangular box is overlaid on the right side of the image, containing text and social media icons.

# THANKS

Does anyone have any questions?



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# CREDITS

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