

How To Create A Social Media Strategy



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Identify your target audience

Write out a paragraph describing your ideal audience in detail.

What is their demographic, where do they live, what do they like, where to the shop, what sites do they visit.

Define your why

1. What are your goals for each platform (increase sales? engage with customers? reach people outside of your target audience?)

2. Why did you choose these goals?

3. How are these goals tied to your overall business goals?

4. What do you want your audience to think about your business?

5. What makes your business memorable? What makes you stand out from the competition?

Do your research

1. Who is your audience demographic (age, gender, occupation, location, adjectives to describe them?)

- a) Age range: _____
- b) Gender: _____
- c) Occupation: _____
- d) Location (if location based business): _____
- e) Adjectives to describe them: _____

2. Research where your audiences spends time online.

2.1. Social networks: _____

2.2. Websites: _____

3. Which social networks are your competitors on?

4. What is popular in your industry (websites, articles, leaders?)

Decide on your social platforms

1. Which social platforms does your audience primarily spend time?

2. Which social platforms are your competitors on?

3. How much time do they spend on this platform?

Content

1. How many times a day/week do you plan to post on each social platform?

1. Facebook: _____
2. Twitter: _____
3. LinkedIn: _____
4. Instagram: _____
5. Pinterest: _____

2. What type of content do you already have you can share about your business (company blog, photos, videos, testimonials, etc?)

3. What type of content outside of your company information do you plan on sharing? (industry leaders, niche magazines/websites, other blogs, etc?)

Automation & Scheduling

1. Do you want to use a free tool or paid? How much are you willing to spend?

2. Do you want an all-in-one tool or are you willing to use several tools?

3. How often will you schedule out content?

4. How often will you research and find other content to share?

Measurement

1. What is the most important goal you want to accomplish through social media?

2. How are you going to measure that goal? What tools will you use?

3. What are the parameters for measuring this goal?

Need extra help setting your social media strategy?

I want to help you grow your business to its fullest potential!

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