

# SOCIAL MEDIA STRATEGY

*Marketing Solved*

## DEFINE YOUR AUDIENCE

*who are you trying to reach?*

AGE: \_\_\_\_\_ BRANDS THEY LIKE: \_\_\_\_\_

GENDER: \_\_\_\_\_ INTERESTS: \_\_\_\_\_

PROBLEM YOU SOLVE: \_\_\_\_\_

## MONTHLY GOALS

*what are you trying to achieve? what do you need to promote?*

- 1.
- 2.
- 3.

### MONTHLY TASKS

- START WITH A BLANK CALENDAR
- ADD YOUR MONTHLY PROMOTIONS.
- GATHER YOUR CONTENT FOR THE MONTH.

### WEEKLY TASKS

- SCHEDULE OUT YOUR CONTENT.
- PIN 20-100 PINS FOR THE WEEK.
- CREATE CUSTOM IMAGES FOR SOCIAL & BLOG

### DAILY TASKS

- MODERATE COMMENTS, RETWEETS, AND REMOVE ANY SPAM.
- ENGAGE WITH OTHERS AND BE "SOCIAL" ON SOCIAL.

### WHAT TO POST

VIDEOS, ARTICLES, BLOG POSTS, LISTBUILDING, CURATED CONTENT, MOTIVATIONAL QUOTES, TRAINING, QUESTIONS, BUSINESS PROMOTIONS, FREEBIES, SERVICES OR PRODUCTS, SNEAK PEEKS, GRAPHICS, TEXT QUOTES, BEHIND THE SCENES, TESTIMONIALS, PERSONAL CONTENT, STORIES, RESOURCES, TIPS

### WHEN

*should you post?*

#### CHECK YOUR DATA

- FACEBOOK INSIGHTS
- PINTEREST TAILWIND
- TWITTER TWERIOD
- INSTAGRAM ICONOSQUARE

### HOW

*often should you post?*

AT LEAST ONCE A DAY PER PLATFORM. ADD MORE AS YOU GO & LEARN ABOUT YOUR AUDIENCE PREFERENCES.

### WHERE

*should you post?*

WHEREVER YOUR AUDIENCE IS HANGING OUT. MEET THEM WHERE THEY ARE.