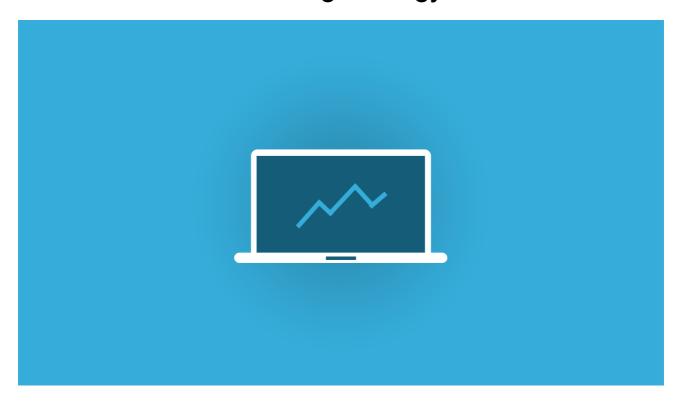
Social Media Marketing Strategy Checklist 2018



1. What are your social media goals in 2018?
2. Where will you reach your social media audience?
3. What are your core demographics?
4. What are your core social media metrics?
5. Who are your biggest social media competitors?
6. What are your competitors' top posts?
7. What type of content will you produce?
8. What are your best time to post on social media?

9. How will you track and analyze your efforts?