

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?