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?

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