Social Media Strategy

Social Media Strategy Template: Develop Your Social Media Strategy In 60 Seconds



What Differentiates You?

- [ ] What's your elevator pitch?
- [ ] Gather best testimonials
- [ ] What makes you unique?
- [ ] Craft a compelling story

How Will You Execute?

- [ ] What do you need to learn?
- [ ] What tools are necessary?
- [ ] Who is responsible?
- [ ] How will you measure?

Who Is Your Customer?

- [ ] What age bracket?
- [ ] Gender?
- [ ] Location?
- [ ] College degree?

Where Is Your Audience?

- [ ] Are they Online?
- [ ] Where do they shop?
- [ ] Belong to associations?
- [ ] Publications they read?

What Are Your Goals?

- [ ] Establish your brand?
- [ ] Increase visibility?
- [ ] Generate traffic to website?
- [ ] Grow sales & revenue?

When Will Communicate?

- [ ] What social networks?
- [ ] How often will you post?
- [ ] Will you blog?
- [ ] Will you use visuals/video?

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