

# 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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