

# 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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