Build A Social Media Marketing Plan

Learn how to build a social media marketing plan for your business



1. BRAND AUDIT

- [ ] What social media real estate do you have?
- [ ] What kind of content do you produce?
- [ ] If your content successful?

2. COMPETITIVE AUDIT

- [ ] Who is your competition?
- [ ] Who is your close—in competition?
- [ ] Who is your stretch competition?

3. CUSTOMER AVATAR

4. CONTENT PLATFORM

- [ ] Blogs
- [ ] Podcasts
- [ ] Articles
- [ ] Videos

- [ ] Newsletters
- [ ] Imagery
- [ ] Infographics
- [ ] Guest appearances
- [ ] Discussion boards

5. CONTENT STRATEGY

- [ ] Decide on the form you want to use!
- [ ] How will create your content?
- [ ] Make sure you develop calls to action!
- [ ] Motivate and direct visitors to your blog and service!

6. CONTENT CALENDAR

7. MEASUREMENT AND ANALYTICS

- [ ] How much interaction and engagement do you have?

8. RETURN ON INVESTMENT (ROI)

- [ ] You need to know what you are getting for your efforts. The formula is quantitive over qualitative. Qualitative is engagement and feedback. also known as soft metrics. Quantitive is metrics, hard facts, includes surveys and broadcasts

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