

Social Media Campaign Setup

This Checklist will overview the whole process of Strategic Management and execution of SM Campaigns.

- 1 Review Your Client Brief & Content Brief
- 2 Pick the most urgent problem you should focus on.
- 3 Define targeted Segment (Persona)
- 4 Define Buying Journey Level
- 5 Describe the main Solution & the alternatives
- 6 setup marketing msg
- 7 Campaign Micro Strategy
- 8 creative brief