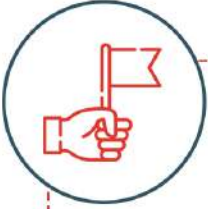


HOW TO BUILD SOCIAL MEDIA MARKETING STRATEGY



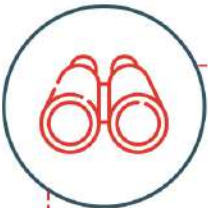
STEP 1 - CHOOSE SOCIAL MEDIA MARKETING GOALS THAT ALIGN TO BUSINESS OBJECTIVES

Each of your goal should be specific, measurable, attainable, relevant, time bound and track meaningful metrics.



STEP 2 - LEARN EVERYTHING YOU CAN ABOUT YOUR AUDIENCE

Know your target customer's age, location, average income, typical job title or industry, interest, etc., and gather data.



STEP 3 - KNOW YOUR COMPETITION

Conduct a competitive analysis in your industry. Use social media listening to keep an eye on your competitors.



HOW TO BUILD SOCIAL MEDIA MARKETING STRATEGY



STEP 4 - DO A SOCIAL MEDIA AUDIT

Asking these tough questions will keep your strategy focused.

- Is my audience here?
- If so, how are they using this platform?
- Can I use this account to help achieve my goals?



STEP 5 - SET UP ACCOUNTS AND IMPROVE PROFILES

Decide which social networks to use. Then define your strategy for each. Setup your profile or improve your account so it aligns with the strategy.



STEP 6 - FIND INSPIRATION

Get inspired from your followers. Ask what they want to learn. Get inspired from success stories you are attracted to. Seek the inspiration.



HOW TO BUILD SOCIAL MEDIA MARKETING STRATEGY



STEP 7 - CREATE A SOCIAL MEDIA CONTENT CALENDAR

Set your posting schedule on each channel. Determine the right content mix to support your business goals.



STEP 8 - EVALUATE AND ADJUST YOUR STRATEGY

Look at performance metrics to track visitors, re-evaluate your strategy regularly.

Constant testing can refine your strategy in real time. If not, then do it all again. Use social media strategy template.

The social media strategy template makes it easy to:

- Set social media goals that lead to real business results
- Better target your ideal customer
- Gather intel on the competition so you can stay ahead
- See what's already working and what's not
- Create or improve your social media profiles
- Develop a thoughtful content strategy and set a publishing schedule you can stick to
- Track your progress and adjust your plan as needed

Example

Business Objective	Social Media Goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate you current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Websites clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiments, etc.

