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| **Social Media Marketing Strategy** |

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| When social media is used strategically, it is the ultimate way to practice inbound marketing. Because of its unique nature as both a public and one-on-one medium, social media has the potential to shape public conversations and perceptions, build brand awareness and loyalty, attract partners and customers, and create brand evangelists. |

1. **Detail the product or service you are going to be sharing with your social media audience:**

Click or tap here to enter text.

1. **Detail the social media platform your group has chosen for your product or service:**

Click or tap here to enter text.

1. **Social media campaign:**

Click or tap here to enter text.

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| **Who is the target audience?** | *(E.g. job title, age, gender, salary, location, etc.)*  Click or tap here to enter text. |
| **What are the target audiences’ interests?** | *(E.g. entertainment, educational content, case studies, new products, etc.)*  Click or tap here to enter text. |
| **Where does the target audience usually spend their time online?** | *(E.g. Facebook, Instagram, etc. or niche platforms)*  Click or tap here to enter text. |
| **What times/days do you think your content would be viewed most?** | *(E.g. weekends, during their daily commute, etc.)*  Click or tap here to enter text. |
| **Why would the target audience be interested in your content?** | *(E.g. to get better at their job, to become healthy, to stay up to date with something, etc.)*  Click or tap here to enter text. |
| **How would the target audience engage in the content?** | *(E.g. read blogs, listen to podcasts, watch videos, etc.)*  Click or tap here to enter text. |

1. **Detail the content goals for your social media campaign (e.g. educational, inspirational, enhance profit).**

Click or tap here to enter text.

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1. **Detail your social media engagement goals (e.g. number of friends/followers, posts per day, promotions).**

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1. **Detail the aspects of your social media branding scheme (e.g. colours/logos/banners).**

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1. **What are your competitors doing? Research companies/organisations who are doing something similar to you (e.g. social media popularity/content being shared /visual appeal).**

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1. **Research potential companies/organisations whom you think you could collaborate with (e.g. shout outs/posts promoting your page/products or services linked to yours).**

Click or tap here to enter text.