

BUILDING YOUR **SOCIAL MEDIA** **MARKETING PLAN**



How to Create a Social Media

MARKETING PLAN

A social media strategy is a summary of everything you want to achieve on social media for your business. It will guide all of your actions, and it will let you know if you are successful with those actions.

Every post, comment, or like should serve a purpose that you have outlined in your strategy.

In this document, we will walk you through a 6 step plan to create a winning social media marketing plan of your own.

We have left space for you to fill in the blanks to help identify your strategy.

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- STEP 1: Set S.M.A.R.T Goals**
 - STEP 2: Identify Your Target Market**
 - STEP 3: Research Your Competition**
 - STEP 4: Audit Your Current Social Media**
 - STEP 5: Choose Your Network**
 - STEP 6: Create a Content Plan & Calendar**

Step One

SET S.M.A.R.T. GOALS

The first thing you need to do is to establish your objectives and goals.

Without goals, you have no way of knowing if your strategy is working.

The SMART goal framework is all about creating relevant, achievable goals that will help support your overall business objectives.

- Specific: Well defined, clear and unambiguous
- Measurable: With specific criteria that measure your progress toward the accomplishment of the goal
- Achievable: Attainable, not impossible
- Realistic: Within reach, realistic and relevant to your business objectives
- Timely: With a clearly defined timeline, including a start date and a target date.

BUSINESS OBJECTIVE	SOCIAL MEDIA GOAL	METRIC
Drive leads and sales	Conversions	Website clicks, email signups, etc.

Here are examples:

- Drive traffic to your website.
- Sell a product or advertise a service.
- Generate more leads.
- Generate more sales.
- Build an engaged community.
- Spread brand awareness.
- Establish authority in your niche.
- Grow my social media audience.

You've defined your goals and objectives. Now what?

RECOMMENDATIONS

It's OK to start simple.

Especially if you are just starting out with social media, setting one goal at a time is just fine.

Don't Get Crazy.

Choose 2-5 goals to get started.

Don't Get Picky.

Right now we are deciding on a business goal which is a broad statement of what you want to achieve on social media. A goal establishes where you intend to go and how and when you plan to get there.

Don't Choose "Sales" As a Goal.

Obviously everyone wants to make more sales. Choose a goal that surrounds actions people take in order to make the sale.

What you do not measure, did not happen.

You need to assign metrics to your goals. Every goal needs some sort of metric. “Improve Customer Service” sounds great, but it’s not a goal unless you have some way to measure it.

Here are some examples.

- Drive 100 visitors to my website each month from Facebook.
- Increase my email list by 100 subscribers each quarter.
- Increase my positive Facebook Page reviews by 10 each month.
- Increase inquiries on my website by 25% in three months.

RECOMMENDATIONS

Take a guess.

Your metrics may be completely off base when you first get started. As you start tracking and reporting your results, you will learn what is realistic and adjust accordingly.

Get specific.

Create metrics that are easily trackable. For example, tracking for website clicks is a good place to start if you are using a Wordpress plugin or Google Analytics. Another example would be Facebook reach. Facebook Analytics will track how many people saw your post.

Make sure it’s trackable.

Create metrics that you can track and measure. For example, if you are tracking website clicks, make sure you are using a wordpress plugin or Google Analytics to track your clicks.

BUSINESS GOAL or OBJECTIVE	METRICS



Step Two

IDENTIFY YOUR TARGET MARKET

To be successful with marketing on social media, you must be creating content that attracts and engages with your target customer. What does that mean?

An “avatar” is your target customer. He or she represents the **one** person that your product or service is created for. It's tough to imagine just one person. But trust us, doing this exercise is what marketing experts have been doing since Mad Men days. Because it works.

So, you need to learn more about your avatar before creating your strategy. This will help you create and share content that is relevant to the person who will buy your product/service.

You can't create social media content for someone if you have no idea who they are.

Customer Avatars: What to Include

- Goals and Values

What is important to your ideal customer?

- Information Sources

Where does your customer hang out online? What books/websites do they read? What gurus do they follow?

- Demographic Information

What is the age, gender, and location of your customer avatar?

- Challenges and Pain Points

What are the problems, challenges and pain points in your customer's life?

- Objections and Roles

What are the reasons that your avatar might choose NOT to work with you? Who is the decision maker?

RECOMMENDATIONS

Don't skip this step.

You may be thinking to yourself...but anyone can use my product!

Not true. Does a 15 year old boy have a need or desire for women's wrinkle cream? I think not.

Start with one person.

Even if you do have the possibility for multiple avatars, start with just one. You can perfect your messaging, prove it works, and move on to the next one.



Who buys your product or service?

What does your ideal customer look like? (age, gender, location, salary)

What problems is your avatar facing?

What magazines, books, or websites do they read?

What is their usual objection when buying something?

Step Three

RESEARCH YOUR COMPETITION

You can learn a lot about your own social media just by looking at your competition.

You can use your competition for inspiration for your own marketing planning and content ideas, and conversely, what NOT to do with your own content.

It can help you:

- Improve on your product/service to see where your competitors are falling short
- Get benchmarks to measure your own growth
- Uncover market segments that your competitors haven't reached yet

To make your analysis useful, it's important to analyze your competitor in these areas:

1. Followers
2. Performance (Engagement)
3. Hashtags



YOUR BRAND	Total Followers	Engagement Rate/Most Popular Posts	Most used Hashtags
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Step Four

AUDIT YOUR CURRENT SOCIAL MEDIA

“Audit” does not have to be a scary word.

A social media audit is simply the process of tracking down all of your company's social channels, reviewing what's working, what's failing and what can be improved across your social media channels.

As you document your audit, you'll be able to think about your goals and whether or not your current strategy is working.

RECOMMENDATIONS

A social media audit takes a little bit of sleuthing. For each social account, take note:

- Link to your profile/Your handle
- Make sure your branding is consistent
- Identify your best posts
- Evaluate your engagement
- Key audience information

A nice way to organize your data is to create a simple spreadsheet. The purpose of your audit is to identify your most popular channels and/or posts, and make more of them!



Link to your profile	Branding Y/N	Posts (high to low)	Engagement (# of comments/likes)	Key audience information (demographics)

Step Five

CHOOSE YOUR NETWORK

It's time to decide where you want to spend the majority of your efforts on social media.

You are probably thinking...EVERYWHERE of course!

Not true. You will be building a community on social media, so you need to think about where it makes sense to put your efforts.

Social media marketing can be a full-time job. (we know this for sure!) So, if you're managing a social media presence all by yourself, it would be smart to **start with one**.

RECOMMENDATIONS

Consider these factors when choosing your platform:*

- Where does your audience hang out?
- Where is your competition?
- Which platform do you enjoy using yourself?
- What type of content do you plan to create? (e.g. photos, videos, etc)

* Remember you can branch out to other networks when you have automation available or more resources

Step Six

CREATE A CONTENT PLAN AND CALENDAR

What is content?

Social media content comes in many different forms.

Most platforms support a variety of these but not necessarily all of the formats. For example, YouTube is video and live-streaming only.

- Text-only: as it sounds, no images and only text
- Images: static photos and graphics
- Video: pre-recorded video uploaded directly to a platform
- Live streaming: live video streamed directly on a platform
- Link: this is usually a combination of text with a link to a web page

RECOMMENDATIONS

- Share branded content (include your logo, colors and style)
- Share content images of your culture and community
- Include inspiration, motivation and helpful posts
- Consider your goals; community building, engagement, trust, brand recommendation
- With every post think about “Who, What, What, and How”

SOCIAL MEDIA CONTENT CALENDAR EXAMPLE - WEDDING INDUSTRY

Week	Network	Time	Content Type	Goal	Post Guidance	Link	Notes
1	FACEBOOK	10:00 AM	Poll	Entertaining/Engaging (Humor, Interesting)	Run a poll on your Facebook page; What's Your Wedding Month?	Include a branded image with logo and related	
	INSTAGRAM	12:30 PM	Day in Your Life	Personal (Human, Storytelling)	Share a photo of you taking the photos at a session.	Brand image	
	PINTEREST	12:00 PM	Blog Post	Personal (Human, Storytelling)	Blog about a wedding and include your photos with descriptions Board Idea: "Blog" or "Weddings"	Link to blog post	
	TWITTER	7:00 AM	Testimonial	Social Proof (Testimonials, Reviews, Awards)	Post a snippet of a customer testimonial or Google thanks image	Include a branded image with logo and related	