



Developing a Social Media Marketing Strategy

This worksheet aims to provide a simple and effective method for developing a social media marketing strategy for your business.

This is a general guide that includes strategies that small businesses can apply for their social media.

1. SET GOALS

What do you wish to achieve by promoting your business in social media? Make sure your goals are S.M.A.R.T (Specific, Measurable, Attainable, Realistic and Timely).

Check all boxes that apply:

- Increase website traffic
- Increase brand exposure
- Generate leads
- Increase sales
- Customer service
- Increase user engagement with business content
- Improve research and development
- Other: _____

RECOMMENDATION: Create a Google Analytics account to track the source of your online traffic.

2. IDENTIFY AUDIENCE

Identify what type of audience you will be targeting with your social media strategy.

Check all that apply:

Age

- Up to 15 years 16-25 26-39 40-54 55 and older

Gender

- Female Male

Who is my target audience? Keep in mind that this group includes your current customers and new prospects. Evaluate their lifestyle, what they value, what are they looking for, what is their income and needs, etc.



3. IDENTIFY PLATFORM

This table shows examples of which social platforms work best for your social media marketing goals.

						
	Facebook	YouTube	LinkedIn	Twitter	Instagram	Pinterest
GOAL						
Lead Generation	●			●	●	
Relationship Building	●	●	●		●	●
Audience Engagement	●	●		●	●	
Brand Awareness	●	●	●	●	●	●
Customer Service	●			●		

Select which social platform you will focus on. Remember to take into consideration your audience demographic and the content you want to share.

- Facebook
- YouTube
- LinkedIn
- Twitter
- Instagram
- Pinterest

RECOMMENDATION: Select two or three social platforms. Determine which are most relevant for your business.

4. ESTABLISH TIME

To effectively implement your social media strategy, it is critical you understand when your audience is most active on each social platform.

HINT: Each social media platform’s activity varies depending on the time of the day. Research the most effective time for the platform you choose and test it.

Social Platform	Best time to post according to your research and purpose



5. DETERMINE HOW TO ESTABLISH YOUR STRATEGY

Develop your “action plan” to effectively use the social media platforms you selected in order to deliver and establish the criteria for measuring the success of your social media strategy.

Reflect upon the following questions:

- What type of content will you post according to your audience?*
- How often will you post content?*
- What approach will you select when replying to comments?*
- What look and tone will your posts have?*

6. BUDGET

Once your plan is in place, it is time to execute. Implementing marketing strategies can be cost effective. You need to establish a budget to employ them and monitor the performance.

Use Google Analytics to measure effectiveness. Keep developing the marketing strategy for social media to obtain results.

7. MEASURE AND ADJUST

Once you launch, the work is just getting started. Measure the effectiveness of your digital marketing channels, that way you can continue to adjust and make better use of the channels that get you closer to your goals.

Below are just a few of the metrics you should focus on:

- Total visits:** Gives you an idea of how effective your campaign is generating traffic.
- New sessions:** Indicates how many of your site visitors are new versus recurring.
- Traffic by sources/channels:** Lets you identify where the traffic to your webpage is coming from, which includes: search engines, social media, organic, or links.
- Bounce rate:** Measures how many people leave your site almost immediately. If it is high, you should evaluate whether your marketing is misleading, incorrect or irrelevant.

8. EXTRA HELP

Use the table below to organize your ideas and plans.

Example:

Week	Platform	Strategic Purpose	Content	Expected results
1	Facebook	<i>Establish a weekly communication with followers.</i>	<i>Pictures of product being used and client success stories.</i>	<i>Increase engagement by 50% or 500 likes.</i>

