

# Social Media Marketing Strategy Template

11 Steps to Create a Social Media Marketing Strategy  
for Your Business

# Step 1: Set Your Social Media Goals

Write 1-3 specific goals with a clear number and timeframe. For example, “Increase online sales by 20% in Q4 through Facebook promotions”

**Goal #1** \_\_\_\_\_

**Goal #2** \_\_\_\_\_

**Goal #3** \_\_\_\_\_

Need help? Common social media goals: increase brand awareness, generate new leads, drive website traffic, increase online sales, or strengthen customer support.

# Step 2: Determine Which Social Media Channels Are Right for You

Start by reviewing the major social media channels and what they're best for:

**Facebook:** Reach a wide audience, run advertisements, and share live videos.

**Twitter:** Share timely news, post articles, and provide customer service.

**Instagram:** Share quality photos and videos of products, staff, and customers.

**LinkedIn:** Make professional connections, share industry or company news, and post jobs.

**Pinterest:** Share product photos, drive website traffic, and increase sales.

**YouTube:** Share instructional videos, funny videos, or product review videos.

**Snapchat:** Connect with a younger demographic through timely images and videos.

# Step 2 Cont'd

Now, choose 1-3 social media channels to build a social media presence on:

**Social Channel #1:** \_\_\_\_\_

Reason for choosing channel: \_\_\_\_\_

**Social Channel #2:** \_\_\_\_\_

Reason for choosing channel: \_\_\_\_\_

**Social Channel #3:** \_\_\_\_\_

Reason for choosing channel: \_\_\_\_\_

# Step 3: Set Up Your Social Media Accounts

Use these links to create a free account on the social media channels you chose. Note that Instagram and Snapchat are primarily mobile apps.

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [Pinterest](#)
- [YouTube](#)
- [Snapchat](#)

# Step 4: Analyze the Competition

Look up a couple of your competitors and analyze their social media presence:

## **Competitor #1:**

Number of followers: \_\_\_\_\_

What they're posting: \_\_\_\_\_

How often they're posting: \_\_\_\_\_

Average number of Likes and Comments: \_\_\_\_\_

## **Competitor #2:**

Number of followers: \_\_\_\_\_

What they're posting: \_\_\_\_\_

How often they're posting: \_\_\_\_\_

Average number of Likes and Comments: \_\_\_\_\_

# Step 4 Cont'd

Based on your account analysis, learn from what they do well and where they can improve.

**What Competitor #1 does well:** \_\_\_\_\_

Where they could improve: \_\_\_\_\_

**What Competitor #2 does well:** \_\_\_\_\_

Where they could improve: \_\_\_\_\_

**What lessons can you apply to your strategy:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Note: If you don't have direct competitors, just look for businesses in a similar industry.

# Step 5: Build Your Initial Presence

Set up your accounts by taking these steps:

- ❑ **Enter your business information:** Provide an overview of your business, contact details, and a link to your website.
- ❑ **Upload profile image:** Make your profile image something recognizable like your logo.
- ❑ **Create your first post:** Create a welcoming first post. Example: “*Welcome to the [business name] Facebook Page! Like our Page for [type of content you will provide].*”
- ❑ **Follow your contacts:** Start with your most loyal customers. Most social channels will recommend contacts for you.

# Step 6: Create a Social Media Schedule

Start by making a list of all the different types of content you'd like to share. Examples include: helpful articles, staff photos, links to event schedule, instructional videos, and discounts.

**Content ideas:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Tip:** Try to include a mix of content that is 80% helpful and entertaining and 20% sales-driven and promotional.

# Step 6 Cont'd

Once you have a few different content ideas, start plugging these ideas into a simple calendar. You can also use a free management tool like Buffer or Hootsuite.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<i>Example: 9AM Monday Motivation Quote!</i>					

# Step 7: Promote Your Social Channels

Get the word out and grow your following. Promote your channels through:

- ❑ **Your website:** Add social media buttons to your website.
- ❑ **Your email list:** Include social media buttons in the footer of every marketing email.
- ❑ **Your email signature:** Add social media links to your business' email signature.
- ❑ **In-store signage:** Put up signage in store with your social media handle or URL.
- ❑ **Social advertisements:** Run an ad to get in front of new audience members. (More on that in Step 11.)

# Step 8: Measure Your Results

Use each network's analytics platform to review metrics on monthly basis like:

**Followers/Likes** - Shows the size of your social media audience

**Reach** - Shows how many people are actually seeing your social media posts

**Engagements** - The number of Likes, Comments, and Shares your content receives

**Clicks** - The number of times your posts are clicked on

**Date:** \_\_\_\_\_

**Followers:** \_\_\_\_\_

**Reach:** \_\_\_\_\_

**Engagements:** \_\_\_\_\_

**Clicks:** \_\_\_\_\_

**How are your results stacking up to your goals:** \_\_\_\_\_

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# Step 9: Optimize for the Best Performance

Look at your 3 most popular posts from the past month. Look for any patterns so you can do more of what works.

**Post #1 Results:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Content Type:** \_\_\_\_\_

**Day Posted:** \_\_\_\_\_

**Post #2 Results:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Content Type:** \_\_\_\_\_

**Day Posted:** \_\_\_\_\_

**Post #3 Results:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Content Type:** \_\_\_\_\_

**Day Posted:** \_\_\_\_\_

**Analysis:** How can you tweak your posting schedule to do more of what's working well?

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# Step 10: Run Promotions for Your Products and Services

Create compelling offers to use social media as a sales channel.

Each promotion should include:

- A timely and compelling offer
- Clear offer details (discount amount, dates, etc.)
- A compelling image related to your offer
- An easy way to act on your offer

**Promotion Details:** \_\_\_\_\_

**Offer:** \_\_\_\_\_

**Dates:** \_\_\_\_\_

**Image(s) Needed:** \_\_\_\_\_

**Call to Action:** \_\_\_\_\_

# Step 11: Run Ads on Social Media

Increase the impact of your promotions by running an ad campaign. Use these tips:

- **Target ads for your audience**

Set up your ad campaigns so they reach an audience that is relevant to your business.

What is your target audience: \_\_\_\_\_

- **Create multiple versions of your ad**

Test out different offers, creative, and copy to see what is performing the best.

Ad Version #1: \_\_\_\_\_ Ad Version #2: \_\_\_\_\_

- **Optimize for a specific metric**

Focus on optimizing for one specific metric that is your desired end result.

What metric are you optimizing for? \_\_\_\_\_

# Conclusion

Your social media marketing strategy is your game plan for success. Once you've met your original goals, revisit your strategy to make adjustment and continue to increase your impact over time.

If you'd prefer to hire a social media consultant to set you up for success and develop a personalized plan for you, look into finding an expert on Fiverr. Fiverr has hundreds of social media experts available for inexpensive, one-off jobs starting at \$5.