Social Media Marketing Plan

**OBJECTIVES**

**Marketing Targets**

* Awareness
* Conversions

**KPI**

* Followers
* Likes
* Page Mentions

**BRANDING**

**Visuals**

* Colors
* Font
* Images

**Tone and Style**

**Core Message**

Primary brand message

**COMPETITORS**

**Main Competitors**

3-5 Competitors

**What Works**

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**What Doesn’t Work**

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**TOOLS**

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**AUDIENCE**

**Customer Profile**

* Age
* Location
* Gender

**CONTENT**

**Social Networks**

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**Content Format**

* Images
* Videos
* Contests

**Posting Frequency**

* Days
* Times
* Season

