

5 Steps of a Social Media Strategy

1

Set Objectives

3

Research Competitors

5

Create a Quality Content Plan

2

Research your Target Audience

4

Audit your own Social Media Channels

1

What would typically be included in objectives for social media? Ideally you're looking to increase your online following and engagement to:

- Increase sales
- Drive traffic to your site
- Strengthen your customer service
- Retain current customers

2

Clarify who they are. Ask yourself the following:

- What social media tools do they use?
- Who do they follow on socials?
- What content do they consume currently?
- What are the key things that they are interested in?

3

Research brands in the same category or similar categories to you.

Look at their socials and identify the good, the bad and the ugly of what is out there.

Use that to inform your content plan with ideas.

4

Take an objective look at your social media and evaluate what you want to STOP, START, and KEEP doing. I find that business owners have a good sense of what is and isn't working on their social media plan.

It could be the look and feel of the posts, the consistency of posting or variety of content.

What is it for your brand?

5

Now that you've done the research you're ready to make your own plan. Sit down and outline:

- How often are you going to post?
- What topics are you going to share each month? (sales, product, news, advice, testimonials etc..)
- Who is going to create the branded posts for your business?

