



# Social Media Strategy

A BLUEPRINT FOR GOALS AND GROWTH

MISS KEMYA | [marketingsparkler.com](https://www.marketingsparkler.com)

## SOCIAL MEDIA STRATEGY TEMPLATE

**Instructions:** Use the following template to create a blueprint of your social media strategy.

- Define your short and long term goals for using social media, stating the overall objectives and the specific goals for each. The 5 major social media goals are to:
  - Increase brand awareness
  - Sales/lead generation
  - Increase community engagement
  - Grow my brand's audience
  - Increase web traffic
- Specify the metrics you are going to use for measuring progress towards those goals.
- Examine each form of social media to determine which will best serve your goals.
- Identify which social platforms you will focus on. Only choose those that will help you achieve your goals.
- Specify the methods you will use for each social platform you've identified.
- Outline the actions required for implementing each method on each platform.
- Set a deadline for each task or a target number of hours per day/week/month, depending on whether it is a one-time task or ongoing.
- Determine who will be responsible for each action.
- Identify the analytics and monitoring tools you will use for measuring progress, how often you will monitor progress and review your analytics, and who will be responsible for these activities.



## Long Term Goals

Objective	Goal	Metrics
<i>Example: increase conversions of visitors to subscribers</i>	<i>Increase rate of conversions to at least X%</i>	<i>New subscribers vs. unique and return visitors</i>



*The key to setting goals is to make sure they can be quantified and measured. Be sure to schedule time to regularly check in with your goals, to ensure you are actually achieving (or on track to achieve) them.*

## SOCIAL MEDIA PLATFORMS

<b>Platform</b>	<b>Helps Which Goals</b>	<b>Methods to Use</b>
<i>Example: Company blog</i>	<i>Educate prospects on services</i>	<i>Tutorials, FAQs, Encourage comments</i>
Blog		
Facebook		
Twitter		
LinkedIn		
YouTube		
Pinterest		
Instagram		

## SOCIAL MEDIA PLATFORMS (CONTINUED)

Platform	Helps Which Goals	Methods to Use
Podcasting Platforms (e.g., BlogTalk Radio)		
Industry Forums, Wikis, Q&A sites		
Industry/Guest Blogs		



*Remember not to spread your self too thin! When deciding which platforms to use, think of your audience first. Where is your audience talking about the kinds of products and services that you offer? This is where you want to spend the bulk of your time and efforts!*

## SOCIAL MEDIA ACTION PLAN

**Instructions:** For each social platform you decide to use, you will want to set up specific action items to ensure:

- You are posting effective content
- You have the materials/brand assets needed for posting
- You have identified the appropriate call-to-action
- You have a funnel set up to capture leads
- You have scheduled in the time to engage on the platform

For example, if you decide to use Instagram to educate your audience on your coaching services, your action plan will likely include action items such as:

- Define the product/service package to sell in Q1
- Create IG graphics to support above
- Write IG captions to support above
- Develop core list of hashtags
- Develop rotating list of hashtags
- Check DMs x number of times daily
- Create standard response for DM inquiries
- Update IG link-in-bio page on the website
- Develop content for weekly IG live programming
- Develop content for daily stories
- Develop CTA for daily stories
- Engage via x number of comments daily
- Follow x number of new accounts weekly
- Collect and review account analytics weekly

If you, as the business owner, are not the sole person completing all of these tasks, you will want to assign the tasks to the team member, with time to discuss and follow up with said team member.



*When we do the appropriate planning at the front end, we alleviate the panic and overwhelm later on.*

## SOCIAL MEDIA ACTION PLAN

**Social Platform:**

<b>Actions</b>	<b>Deadline or X hours/day</b>	<b>Who?</b>
<i>Examples: set up LinkedIn Group, run Facebook contest, share product images on Pinterest, engage on Instagram, etc.</i>		

**General Notes:**



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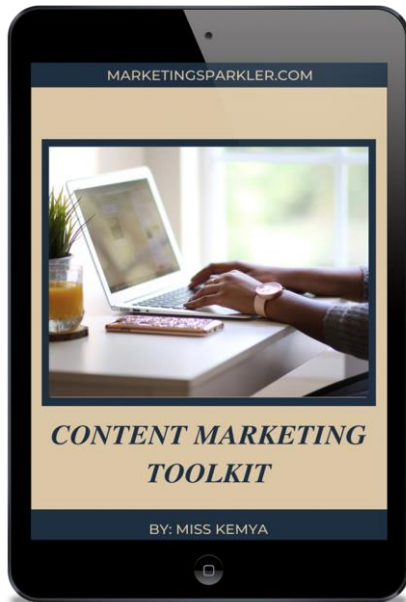
## ANALYTICS AND TOOLS

<b>Social Platform</b>	<b>Analytics and Monitoring Tools</b>	<b>Check-in Frequency</b>	<b>Responsibility</b>
<i>Example: Blog</i>	<i>Google Analytics; Disqus</i>	<i>Analytics: 1x/week; Disqus 3x/day</i>	<i>Analytics: Janice; Disqus: Mark</i>



*Now that you have identified your goals, selected your social media platforms, identified tasks and metrics, it's time to begin creating content to achieve these goals with the...*

# Content Marketing Toolkit



The [Content Marketing Toolkit](#) contains 3 specific kinds of marketing templates:

1. Content Research & Brainstorming
2. Content Management
3. Content Branding & Monetization

*These documents are NOT pdfs. They are designed to be completed offline and/or printed – whichever you prefer!*

<p><b>Content Research &amp; Brainstorming Templates</b>, including:</p> <ul style="list-style-type: none"><li>• 30 Types of content you can publish</li><li>• Ways to come up with new content ideas</li><li>• Templates for case studies, ebooks, product reviews, etc.</li></ul>	<p><b>Content Management Templates</b>, which include:</p> <ul style="list-style-type: none"><li>• Content management planner and editorial calendar</li><li>• Daily, weekly, and monthly content planners</li></ul>	<p><b>Content Branding &amp; Monetization Templates</b>, which include multiple design option templates for:</p> <ul style="list-style-type: none"><li>• Checklists</li><li>• Worksheets</li><li>• Reports and ebooks</li><li>• Slide presentations</li><li>• and more!</li></ul>
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This is just the highlight reel of templates included in this package, *put together for attendees of the Systems Summits!* [Visit this link](#) to learn more about the Content Marketing Toolkit, order and immediately download!

## ABOUT THE AUTHOR, MISS KEMYA

Miss Kemya is a Digital Marketing Strategist & Social Media Manager at Marketing Sparkler, a marketing consulting firm that builds marketing strategies and social media campaigns, incorporating the most innovative solutions for today's small business blah blah blah...



Ok, now that I got the formal spiel that nobody wants to hear out of the way, let me tell you what I ACTUALLY DO:

***I provide marketing strategy and social media management for businesses who don't have the time, resources or know-how to do it themselves.***

***Are you more of a DIY kind of 'preneur? I have ecourses, ebooks and programs [here in the Biz Shop](#).***

Thank you for attending the Systems Summits and downloading this *Social Media Blueprint*. I'd love to hear your thoughts! Email me at [kemya@marketingsparkler.com](mailto:kemya@marketingsparkler.com) and let me know what you think!

Until next time, have great day!

MISS  
KEMYA

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