

Template For Creating A Social Media Strategy

The Social Strategy

Why do you want to have a social strategy? Do you know specifically what you want to get out of this digital activity?

Audience

Who do you want to reach? What do you know about them? What do you know about their on-line activity? Try completing The Target Client Profile first.

Clarifying Objectives

What do you want? Make this very general. Example: Sell more Programs. You may have more than one for the year.

What Strategies?

Ask: "How will we do this?" for each objective. Some brainstorming will be useful here. For example:

Objective	Brainstormed Ideas for Strategies
Sell More Programs	<ul style="list-style-type: none">• Promote the program• Introduce to new prospects• Connect with former clients• Blogging

After brainstorming, you will choose the strategies that make sense.

Example: To Sell More Programs I need to introduce it to new prospects and promote the benefits.

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What Tactics?

Take one strategy and ask: How will I do this?

Strategy	Brainstorm Tactics
Introduce program to prospects	<ul style="list-style-type: none"> • Discover where prospects spend their time on-line • Discover why prospect are on line • Discover how often prospects are on line • Determine two best platforms • Determine topics of interest to client group • Attract prospects by posting regularly • Make personal engagement with prospects
Promote the program	<ul style="list-style-type: none"> • Upscale Elevator Speech • Posts that relate to the program • More program profile on the website • Develop compelling stories about the program • Promo/Call to action in all blog posts • Write an e-book especially for target

Set out your goals clearly here:

Goal	Objective	Strategy	Measurement
What do we want?	What does success look like?	How will we do this?	How will we track our progress
To find new prospects	Prospects visit website and sign up for weekly blog and eventually request a consultation	Create SM posts that interest & attract prospects	# of followers # of conversations re-shares & likes # of visits to website

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Channel	Tactics	Quantity	Frequency
Google Plus	Curate tips appropriate to prospect group	Two	Weekly
	Participate in Hangouts	Two	Weekly
	Connect to prospects	One	Daily
	Create a Community	One	Once
	200 invitations to join the Community	Three	Weekly
	Conduct a Hangout	One	Weekly
	Connect one-on-one with contacts	Three	Weekly
	Post original blog that links back to website	One	Weekly on Monday
LinkedIn			
Facebook			
Instagram			
Twitter			
YouTube			
Pinterest			
Blab			
Periscope			
Other			