
Creating A Social Media Marketing Plan

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Session 270, 1:45 PM- 3:35 PM

What is Marketing and its importance?

Identifying the importance of Marketing and why is it utilized to promote a business, along with breaking down the segmentations. The question, *"Who is your Ideal Customer?"*

- **Target Market**

- **Demographics**

- **Psychographics**

What is Social Media?

- **Brand Awareness**

- **Build engaged communities**

- Sell products and services

- _____

- Measure how people feel about your business

- _____

- Provide customer service on social media platforms

- _____

- Track your performance and adjust your strategy accordingly

Social Media Audience Research

Template only available to registered attendees

<https://docs.google.com/spreadsheets/d/1R9RBA8CsgsGB04y2sJQ358HTg6jQHVgOYghl12R0bVg/edit?usp=sharing>

Determining the Best Social Media Platform

Once you determine the best social media platforms to target, make sure your business profiles are professional, have up-to-date business information, and are on-brand. Your brand represents you!

- Facebook _____
- Instagram _____
- Twitter _____
- TicToc _____

Social Media Analytics Report

Templates available to registered attendees only

https://docs.google.com/spreadsheets/d/1I3Tim5GCuX6hkTAmPS2M6Rq7vZrUyXugYCE6_3yrE8/edit?usp=sharing

Create S.M.A.R.T. Goals

What are your goals for utilizing social media? Your goals should be Specific, Measurable, Attainable, Relevant, and Time-Bound,

Ex "We will use Facebook for customer support and lower our average response rate to under two hours by the end of the quarter."

Specific- What exactly do you want to achieve?

Measurable- How will you know when you've achieved your goal?

Attainable- Did you set a realistic social media goal?

Relevant- Does the goal fit into your overall plan?

Time-bound- Can you achieve the goal in a specific amount of time?

Goals	Deadline
1. _____	
2. _____	
3. _____	
4. _____	

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.

Creating A Social Media Calendar

Templates only available to registered attendees

<https://docs.google.com/spreadsheets/d/1Zltcsv8f-osE8LMzDfc6eC7Gg7XKeOstSv21vrGT9Tc/edit?usp=sharing>

The Social Media Marketing Plan

Creating the complete plan as we break down each component and identify how it relates to your business.

- **Target Audience**

- **Objectives**

- **Strategy**

- **Content**

- **Unique Offerings**

- **Marketing Goals**

- **Metrics to Measure**

-
- **Social Media Platforms**
-
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Social Media Marketing Plans

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<https://docs.google.com/presentation/d/1H1UhhV5h7QbSeN8Q9JqeWkgAtdMrAD7B/edit?usp=sharing&oid=102818382202217459248&rtpof=true&sd=true>

Additional Notes: