

Social Media: Engaging Your Target Market

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The 5 Step Strategy to Social Media Success



Identify your business goals and strategy for each social network.

<u>Social Network</u>	<u>Goals</u>	<u>Strategy</u>

Use this worksheet to begin planning your social media marketing strategy.

<u>Question</u>	<u>Answer</u>
Who is your target audience?	
What are your products and/or services to promote?	
What are your goals? What do you want to get out of your social media marketing efforts?	
What do you want your target audience to do?	
What kind of content do you think would be valuable to your audience? Is it worth sharing?	
What social networks does your target audience use?	
Which mediums will you use to share your information?	
Is your website optimized?	
What key performance indicators are you going to track?	
Which tools will you use to monitor social activity?	
How will you report the data?	
How do you define social media success?	