

5

*essential
elements
to your
social
strategy*



1.

your goals

Setting realistic, achievable goals is key to making your strategy a success, right from the start.

Start by auditing your past social media efforts to determine what worked and what didn't. Then, define your goals by making them SMART.

They should be:

- **Specific:** What do you want to accomplish? Why is it important? What resources will be involved?
- **Measurable:** What metrics will determine if your efforts are successful or not?
- **Attainable:** Are these goals realistic? Do you know how you can achieve them?
- **Relevant:** Does this goal align with your overall business strategy?
- **Time-Bound:** What can you accomplish within the time you have available? Is the timing realistic?

Goal 1:

Goal 2:

Goal 3:



2.

your audience

By understanding your audience inside out, you can create content that speaks directly to them, and will bring you results.

Start by creating a couple of buyer personas outlining your dream customers behaviours, interests and demographics.

And the key: what are the issues they have, that you can help with?

Make this as specific as possible. Give them a name, an age, a family.

The better you get to know your new imaginary friend, the easier you'll find it to talk to them in your content.

Persona 1:

Persona 2:



3.

your platforms

By looking at your previous social media efforts and your audience, you can decide on the best platforms for you to see real results.

Focus on:

- Where your audience spends their time
- Where the types of content you can produce will fit best
- What your competitors are doing, and what's working well for them.

Try not to spread yourself too thin. Focus on doing 1-2 platforms well, before even thinking of expanding.

Platform 1:

Platform 2:



4.

your plan

Put together a social media content calendar as an outline of the content you will be putting out.

Mark down:

- Key dates for your business (anniversaries etc)
- Key dates in your industry (awards etc)
- Any ongoing campaigns you'd like to include (ie a 'meet the team' feature)

Filling this out in advance will give you a good overview of how your content will look, and allow you to stay inspired, and always have ideas for your content.



5.

your process

How will you achieve your goals? Will you be using a scheduling tool? When will you write your content? How often will you post? Who will respond to any comments or messages?

By answering these questions, you'll make a start on keeping yourself accountable, and greatly increase your chances of taking action.

Remember to measure your results too! Lots of scheduling tools will help you do this. However, the key is to keep an eye on what is working, and what isn't. Don't be disheartened if your post doesn't get any likes. Instead, focus on creating MORE of the posts that get a better response.

But for now, simply take some action. Note below what your first actions will be..

Action 1:

Action 2:

Action 3:



Questions?

Why not book a call with me?

email.meg@meghutson.com

