SOCIAL MEDIA PLAN

SUCCESSFUL SOCIAL MEDIA MARKETING PLANNER

**What Product(s) Are You Planning To Sell?**

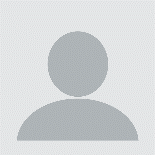
* Digital
* Physical
* Audio
* Professional Service
* Ebook
* Physical Book
* Affiliate
* Software
* Video
* Course
* Images
* Event/Tickets
* Font
* Application (Web-Based)
* Affiliate Product
* Other

**What Niche Is The Product For?**

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**Who Is The Product For?**

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**Create A Customer Avatar**

Name:

Age:

Lives In:

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| Occupation: | Gender: |
| Education Level: | Income Level: |
| Marital Status: | Religion: |
| Family Size: | Interests: |
| Lifestyle Needs: | Values: |
| What’s Their Challenges? | |
| How Does Your Product/Service Solve It? | |
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| If They Don’t Buy Your Product, What Would Happen? | |
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| If They Do Buy Your Product, What Would Happen? | |
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| What’s Their Goals? | |
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| Possible Objections To Buying Your Product: | |
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**What Sites Do You Plan To Post On?**

* Facebook
* Facebook Messenger
* Facebook Groups
* Instagram
* Linked In
* Google My Business
* Tumblr
* Pinterest
* Snapchat
* Twitter
* Line
* Youtube
* Flickr
* Reddit
* Quora

Pick 1 to Start With:

**What Is Your Goal For Posting On This Site?**

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**What Content Will You Post?**

* Social updates
* Blog posts
* Opt in pages
* Products
* News
* Videos
* Audios
* Infographics
* Photos
* Customer testimonials
* Stories
* Events
* Questions
* Links to other business’ content
* Quiz
* Assessments
* GIFs
* Product reviews
* Product demos
* Webinars
* Personal images/videos
* Staff stories
* Case studies
* Gratitude for followers
* Pop culture
* Coupons
* Giveaways
* Contests
* Tips
* Quotes/Inspirational content
* Entertaining/Funny content

**How Often Will You Post?**

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**What Days/Times Will You Post?**

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**Will You Manually Post Or Use A Scheduling Platform? Which Platform Will You Use?**

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**Plan a Perfect Social Post - Storyboard for Your Social Posts**

What Platform Are You Posting On?

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What’s the 1 Thing Your Audience Needs To Know From Your Post? (Key Point)

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What Are Your Competitors/Peers Posting?

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Brainstorm Your Idea:

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Attention-Grabbing Opener:

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Problem Statement (What problem the person is experiencing?)

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Solution:

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Call To Action:

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Link:

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Keywords:

Hashtags:

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Images To Use:

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**Set Up Your Social Accounts**

* Sign up for a business account where possible
* Fill out personal and business account info
* Make sure you keep your business contact information consistent (Name, Address Phone Number, etc)
* Add a logo
* Add your personal picture
* Add images

**Add Images & Posts**

Width x Height – All measurements in pixels

Facebook:

* Profile picture 180x180 px
* Cover photo 820 x 312 px
* Image uploads 1200 x 630 px
* Event image 1920 x 1080 px

Linked In

* Profile image 400 x 400 px
* Background image/header 1584 x 396 px

Linked In Company Page

* Logo 300 x 300 px
* Background image 1536 x 768 px
* Hero image 1128 x 376 px
* Business banner image 646 x 220 px
* Square logo 60 x 60 px

YouTube

* Channel cover 2560 x 1440 px
* Channel profile 800 x 800 px
* Video uploads 1280 x 720 px

Instagram

* Profile picture 110 x 110 px
* Photo size 1080 x 1080 px
* Stories 1080 x 1920 px

Twitter

* Header image 1500 x 500 px
* Profile picture 400 x 400 px
* Photo uploads 440 x 220 px

Pinterest

* Profile picture 165 x 165 px
* Board display image 222 x 150 px
* Pins in feed 238 px width, height adjusted
* Expanded pins 735 px width, height adjusted

Tumblr

* Profile picture 128 x 128 px
* Image posts 500 x 750 px

**Track Your Social Media Metrics Per Post Worksheet**

* Brand awareness
* Audience growth
* Post reach
* Opt ins
* Web visits
* Shares
* Reactions (engagement)
* Conversion rates (clicked link, visited page, opted in)
* Top influencers in your niche

**Track Engagement**

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| --- | --- | --- | --- |
| Clicks |  | Likes |  |
| Shares |  | Comments |  |
| Brand mentions |  | Profile visits |  |
| Active followers |  | Other |  |

**Track Reach**

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| --- | --- | --- | --- |
| # of Followers/Fans |  | Impressions |  |
| Website traffic from social media |  | Other |  |

**Track Leads**

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| Opt ins |  | Sales |  |
| Other conversions |  | Other conversions |  |

**Questions to ask yourself if you’re not reaching your goals:**

What can you do differently to test against what you’re doing now?

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Are you providing content that is encouraging conversation?

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Are you sharing your products/services and/or other content that would lead to conversions?

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Are your engaged followers/fans interested in making a purchase?

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Which platform is consistently driving leads that convert? Should you try a different platform (if none)?

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**Research Your Competition**

Who are the top influencers?

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What types of content are they sharing?

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Which pieces of content get the most reaction?

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How often do they post?

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What are some of ideas you get from their content you can use?

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Are there any networks they’re not as active on?

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Any product ideas you have from looking at their posts?

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What language do they use in their posts that stands out to you?

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What images do they use?

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**Content Mix Strategies**

**Choose 1**

**Corporate/Business**

* 50% blog posts
* 25% curated content
* 20% lead generation (opt-in material, webinars) or sales promos
* 5% staff/corporate culture

**80/20 Rule**

* 80% inform, educate, entertain
* 20% promotion

**Rule of Thirds**

* 1/3 content promotion
* 1/3 content curated
* 1/3 personal interaction (questions, polls, contests, giveaways, etc)

**Days of the Week**

Monday

* Text
* Image
* Video
* Blog post

Tuesday

* Text
* Image
* Video
* Blog post

Wednesday

* Text
* Image
* Video
* Blog post

Thursday

* Text
* Image
* Video
* Blog post

Friday

* Text
* Image
* Video
* Blog post

Saturday

* Text
* Image
* Video
* Blog post

Sunday

* Text
* Image
* Video
* Blog post

**Monthly Social Media Marketing Schedule Planner**

**Social Network \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Month\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
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**What To Post**

* Announcement
* Answer a Question
* Behind the Scenes
* Blog Post
* Cast Study
* Challenge
* Charity
* Contest/Giveaway
* Customer of the Month
* Customer Testimonial
* Event
* Event Attended
* Fact
* Fill-In-The-Blank
* Funny Image/Meme/GIF
* Holiday
* Infographic
* Inspirational Quote/Saying
* Interview
* Music/Audio
* Mythbuster/Misconception Buster
* News
* Newsletter
* Opinion
* Opt-In
* Podcast
* Poll
* Pop Culture
* Printable
* Product/Service Promo
* Question
* Quick Tip
* Quiz
* Sale
* Seasonal
* Selfie
* Share a Resource
* Share Trending Topic/Content
* Staff Spotlight
* Statistic
* Throwback Thursday
* Tutorial
* Video
* Webinar

**Hashtags**

Research #Hashtags

* Hashtags.org
* All-Hashtag.com
* Top-Hashtags.com
* Hashtagify.me
* Seekmetrics.com/hashtag-generator
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Branding/Name Hashtags

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Hashtags Specific to Your Niche

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Trending Hashtags

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Location Hashtags

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Related Hashtags

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Influencer Hashtags

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Notes: