

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?

Who Is The Product For?

Create A Customer Avatar



Name:

Lives In:

Age:

Occupation:
Education Level:
Marital Status:
Family Size:
Lifestyle Needs:

Gender:
Income Level:
Religion:
Interests:
Values:

What's Their Challenges?

How Does Your Product/Service Solve It?

If They Don't Buy Your Product, What Would Happen?

If They Do Buy Your Product, What Would Happen?

What's Their Goals?

Possible Objections To Buying Your Product:

What Sites Do You Plan To Post On?

- | | |
|---------------------------------------------|-----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Facebook Messenger | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Facebook Groups | <input type="checkbox"/> Line |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Youtube |
| <input type="checkbox"/> Linked In | <input type="checkbox"/> Flickr |
| <input type="checkbox"/> Google My Business | <input type="checkbox"/> Reddit |
| <input type="checkbox"/> Tumblr | <input type="checkbox"/> Quora |
| <input type="checkbox"/> Pinterest | |

Pick 1 to Start With:

What Is Your Goal For Posting On This Site?

What Content Will You Post?

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

How Often Will You Post?

What Days/Times Will You Post?

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

Plan a Perfect Social Post - Storyboard for Your Social Posts

What Platform Are You Posting On?

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

What Are Your Competitors/Peers Posting?

Brainstorm Your Idea:

Attention-Grabbing Opener:

Problem Statement (What problem the person is experiencing?)

Solution:

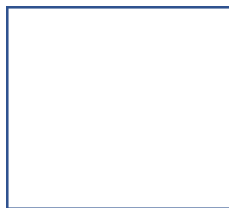
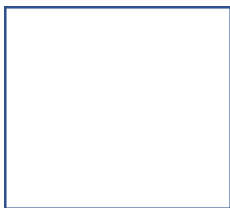
Call To Action:

Link:

Keywords:

Hashtags:

Images To Use:



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

Clicks		Likes	
Shares		Comments	
Brand mentions		Profile visits	
Active followers		Other	

Track Reach

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

Track Leads

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?

Are you providing content that is encouraging conversation?

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

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

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

Research Your Competition

Who are the top influencers?

What types of content are they sharing?

Which pieces of content get the most reaction?

How often do they post?

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

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

Any product ideas you have from looking at their posts?

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

What images do they use?

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 _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

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

Hashtags Specific to Your Niche

Trending Hashtags

Location Hashtags

Related Hashtags

Influencer Hashtags

Notes: