



SOCIAL MEDIA STRATEGY CHECKLIST

Your **10 Step Guide**
To Social Media Success





PASSION

Blab Media is an agency built upon pure passion for the world of social media. We provide a variety of solutions for businesses who are looking to listen, understand and engage with their online audiences. Whether it's consultations, strategies, platform management or training, we can help businesses of all sizes focus their time and effort on building online communities, connecting with customers, and generating unique content for the web.



STRATEGY



Social media can be extremely overwhelming, especially when you aren't familiar with the territory. As with any form of marketing, starting off with a solid strategy is the first step towards success. Get started on conquering the world of social media by reviewing the ten steps below to get a better idea of your overall vision and strategic direction:

1. What Goals Do You Want To Achieve With Social Media?

- Increase Brand Awareness
- Increase Engagement
- Generate Leads/Make Sales

2. Who Is Your Ideal Audience?

Age Range:

- _____
- _____

Geographic Location:

(Country, City/Town, Neighbourhood)

- _____
- _____
- _____

Interests:

(What are they passionate about? What do they do in their free time?)

- _____
- _____
- _____
- _____

Other Valuable Data:








(Education, Pain Points, Pages They Follow etc.)

- _____
- _____
- _____
- _____

3. On Which Platforms Will You Find Your Audience?

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Snapchat
- Pinterest
- Other: _____

4. What Kind Of Content Will You Share?

-  Photos
-  Videos
-  Blog Posts
-  White Papers/Case Studies
-  Gated Content
-  Links
-  Other: _____

5. Where Will You Create Your Content Pool?

- On a file sharing service (Dropbox)
- On an internal server
- On a shared Google Doc
- Other: _____

6. What Are The Top 10 Keywords/Hashtags For Your Industry?

- # _____
- # _____
- # _____
- # _____
- # _____
- # _____
- # _____
- # _____
- # _____
- # _____

7. What Will Your Content Schedule Look Like?

I will post ___ times each week

The best days for me to post are:

- _____
- _____
- _____
- _____

The best times for me to post are:

- _____
- _____
- _____
- _____

My content theme(s) will be:

- _____
- _____
- _____
- _____

8. Which Tools Will You Use?

- Hootsuite
- Buffer
- Canva
- Adobe Spark Post
- bit.ly
- _____
- _____
- _____
- _____

9. Don't Forget To Analyze/Track Your Progress



Monitor Results



Create Reports That Work For You



Keep What Works, Ditch What Doesn't

10. How Will You Measure Success?

- _____
- _____
- _____
- _____



Thank you for downloading our
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If you have any questions, reach out!
hello@getyourblabon.com
