

Actionable Advice

Take your business to the next level.



SOCIAL MEDIA STRATEGY TEMPLATE

SOCIAL MEDIA GOALS



TARGET AUDIENCE

B2C



Audience Name:

Gender:

Age:

Income/Job:

Pain Points:

Motivators:

Other:

B2B



Audience Name:

Business Size:

Business Stage (e.g., Startup):

Decision-maker:

Title:

Pain Points:

Motivators:

Other:

SOCIAL MEDIA CHANNELS

CHANNEL	STRATEGIES TO ACHIEVE THE GOALS



BRANDING

Three adjectives that describe our brand tone and voice.

1

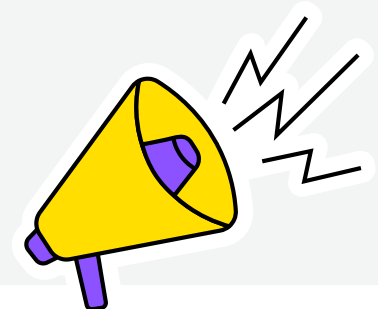
2

3

Primary Color

Secondary Color

Tertiary Color



CONTENT CALENDAR (SAMPLE)

DAY	TYPE OF CONTENT	CHANNEL	FORMAT (IMAGE, VIDEO)
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			

KEY PERFORMANCE INDICATORS

KPI	CURRENT STATE	FINAL STATE



ACTIONABLE TIPS *for your social media strategy*

1 Make sure your goals are SMART (specific, measurable, achievable, relevant, & time-bound).

Example: Increase the avg. 3-second video view rate to 4% on Instagram by December 2024.

2 Separate organic & paid goals. Although there should be an overarching social media strategy, Paid Social & Organic Social shouldn't be treated the same way in terms of goals.



3 Manage each goal like a project. Who is the owner, what is the timeline? What could be the roadblocks? What is the budget? Tip: Use a project management software.

4 Do your homework & look at your competitors. What are their strengths & weaknesses? Any specific format or channel that you might have a competitive edge on?

5 Include your team in the process, get feedback and listen to your stakeholders. Feel free to email your template to contact@actionable-advice.com to get no-cost feedback!

6 Need some inspiration for your strategy? Join the course below & learn about the seven most engaging types of social media content, best practices to manage a brand on social media, & follow a tested & proven recipe to get followers & turn them into customers. Any questions? Email me at contact@actionable-advice.com



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RUN YOUR SOCIAL MEDIA EFFORTLESSLY!