SOCIAL MEDIA
MARKETING
MADE SIMPLE

CHECKLIST

CHECKLIST

- Do an audit of existing social media accounts
  - Check followers
  - Engagement
  - Demographic
- Set goals
  - Ideas for goals
    - Increase brand awareness
    - Increase traffic
    - Increase revenue
    - Increase mentions
    - Decrease unfollowers
    - Increase engagement
    - Increase tags
  - Set subgoals too
    - Increase followers
    - Increase reach by a certain amount
    - Increase overall likes
    - Increase average likes
    - Increase average followers
    - Increase follower to like
    - Get people to come to your website from your Instagram
    - Get people to click the links that you tweet
    - Increased revenue
    - Increased sales
  - Add timelines to your goals
  - Add specific numbers to your goals
- Research
  - Industry
    - See where the gap in the market is
  - Audience
  - Competition

- Understand your audience
  - What is the demographic
    - Age
    - Gender
    - Location
    - Education
    - Income
    - Interests
  - More detail
    - Wants
    - Needs
    - Believes
    - Values
    - Problems
  - What social media platforms do they use
  - When do they use them
  - Why do they use them
    - Connect with friends
    - Reach out to family
    - Make new connections
    - Inspiration
    - Boredom
    - News
- Develop a brand
  - Make sure it is attractive to your audience
  - Visual design
    - Logos
    - Color scheme
    - Aesthetics
    - Profile pictures
    - Needs to be recognizable and consistent
  - Voice and personality
- Which platforms are you using
  - Which platforms do your audience use
  - Pick the most effective ones
  - Don't overdo it and spread yourself thin
  - Pros and cons to them all

- Create profiles on the platforms
  - Consistent branding
  - Similar usernames
  - Links between them
  - Easily understood
  - Appropriate for your audience
- Analytics
  - Audit any that you already have
  - Help you know if you are on track with your goals
  - Some analytics to check
    - Reach grown?
      - Stayed the same?
      - Fallen?
    - Mentions
    - Mentions you were not tagged in
    - Unique views
    - Click through rate
    - Shares
    - Conversion rate
    - Most popular posts
    - Least popular posts
    - Likes
    - Comments
    - Tags
  - Check for individual posts
  - And overall
- Engagement
  - Engage with the audience
  - Make sure your audience engages with you
  - Reply to comments
  - Respond to messages and emails
  - Have good customer service
- How to check analytics
  - Inbuilt tools
    - To check insights
  - Third party platforms
    - Can be more complicated
    - But more detailed

- Reach
  - Make sure your posts are reaching your audience
  - Time of day posted
  - Reaching new people
  - Algorithms
    - Can be complicated
    - And unpredictable
  - Hashtags
    - Relevant posts
  - Search engine optimization
    - Increases your rank
    - Makes you more discoverable
  - Increasing your reach is essential
    - More people
    - But need to be the right people
    - Therefore, more revenue
- Content creation
  - Make new and exciting content
  - Appeal to your audience
  - Appropriate to the platform
  - Relevant to your brand
  - High quality
  - Not too many but not too few
- Content calendar and content scheduling
  - Plan your posts
  - Do it in advance
  - Do not forget about holidays or seasonal events
  - Schedule the post
    - At peak times
    - When your audience is active
  - Timesaving
  - Leads to better content
- Video content
  - Well edited
  - Not too long
  - Grab attention
  - Subtitles and closed captions

- Posting patterns
    - Do not post the same thing over and over
    - New kinds of content
    - Get creative
    - Show other posts to break it up
- Post frequently
    - Scheduled posts
    - Not too often
    - But need them to remember you exist
- Replying
    - Make sure you reply to comments
    - Customer service is important
    - Builds a connection
- Keep testing different strategies
    - Analyze results
    - Make adjustments
    - Try again
- Update your goals
    - Expand your horizons
    - New metrics
    - New time frames
    - Reach more of your audience