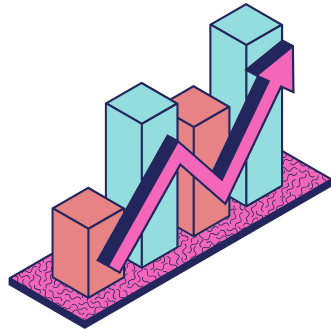
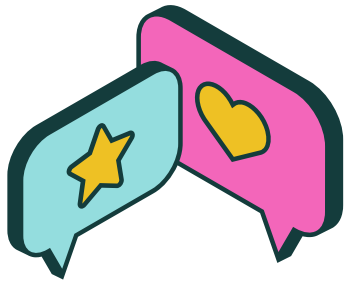


BUILDING YOUR SOCIAL MEDIA STRATEGY

PINPOINT YOUR GOALS

Make sure they're SMART. Meaning Specific, Measurable, Attainable, Relevant, and Time-bound. "I want to gain 600 followers by the start of Q3"



DEFINE CUSTOMER PERSONAS

This is a method to define your target audience segments. This takes some research but having completed personas allows for maximum effectiveness of your advertising dollars and your time.



CHECK OUT THE COMPETITION

Investing time in this research will help you craft your strategy by provoking ideas to improve what is out there or by capitalizing on what is underutilized. Points to look at include: what platforms they are using, types of content (paid ads), level of engagement and their tone and aesthetics.



TRACK IT

This is a building process. After investing in the time in defining your goals, identifying your personas and checking out the competition you can implement your plan and start tracking your goal success. Although we'd like it to be a set it and forget it concept, it is not. Tracking will only help you develop a more improved strategy going forward.



FINAL TIPS

1. Now you have that mapped out, schedule it. Try using tools like, Falcon.IO, Hootsuite,
2. Content editors like Lightroom, Canva or BuzzSumo.
3. Use the new knowledge to build and refine your strategy.