

How to Create a Social Media Marketing Strategy



Create a plan. ○
Determine your business's social media marketing purpose.

01

Know who you want to reach on social media and which social media channels your personas use.

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○
Clean up or create your business profile on your chosen social media channels.

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Determine how you can communicate your brand through social media.

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○
Find out the best time and how often to post on each social media platform.

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Integrate/cross-promote social media efforts with your other marketing channels.

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Create a social media content calendar.

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Determine your measurable social media marketing goals

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○
Determine your tracking metrics based on your major social media marketing objectives.

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Determine where you will keep track of your social media marketing tracking data.

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