

Developing a Social Media Plan

Step 1: Create social media objectives and goals

The first step to any social media marketing strategy is to establish objectives and goals that you hope to achieve. Having these objectives also allows you to quickly react when social media campaigns are not meeting your expectations. Without these goals, you have no means of gauging your success and no means of proving your return on investment.

These goals should be aligned with your broader marketing strategy, so that your social media efforts all drive towards business objectives. If your social media marketing strategy is shown to drive business goals forward, you're more likely to get executive buy-in and investment. Strive to approach these goals using the SMART approach, meaning they should all be specific, measurable, attainable, relevant and time-bound.

A simple way to start your social media marketing plan is by writing down at least three social media goals. Make sure to ask yourself what the goal will look like when completed, and use that to determine how you will track it.

Step 2: Conduct a social media audit

Prior to creating your social media marketing plan, you need to assess your current social media use and how it is working for you. This requires figuring out who is currently connecting to you via social media, which social media sites your target market uses and how your social media presence compares to your competitors'.

Read more at www.demonrumarketing.co.uk

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