



Social Media Strategy Checklist

The essentials for planning a successful social media strategy for you or your client's brand.



Define Your Business Goals: Once you have figured out your business goals you can use these to determine your social media goals. Clearly define both before starting anything.



Perform Market Research: This means you are going to gather as much information as possible about your target market and customers, as well as your competitors in the industry.



Social Media Audit: Take a look at what you or your client are already doing on social media. Look at analytics to confirm what is working and what is not. Numbers don't lie!



Develop a Plan: Figure out exactly what you are going to do on social media to reach your business goals. Influencer marketing? Posting more reels?



Standard Operating Procedure (SOP): Create a content calendar, set up a scheduling tool (I recommend Buffer or OneUp) and put a solid system in order. Figure out all the logistics of how you will get the job done on a day-to-day basis.



Questions? Contact us!

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