

***Social Media Strategy***  
***Free Download Guide***  
***(2024)***

NAME // BUSINESS

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2024

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@\_\_\_\_\_

- Insta: \_\_\_\_ followers
- Insta: \_\_\_\_ following

@\_\_\_\_\_

- TikTok: \_\_\_\_ followers
- TikTok: \_\_\_\_ following

@\_\_\_\_\_

- Facebook: \_\_\_\_ followers
- Facebook: \_\_\_\_ following

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## *(2) SOCIAL MEDIA GOALS*

### **Short-term goals - for the next few months:**

1. Establish a sound social media strategy that is easy to maintain
2. Avoid burnout with socials → automate socials as much as possible
3. \_\_\_\_\_
4. \_\_\_\_\_

### **Long-term goals - for the next year:**

1. Explore collabs, giveaways, affiliate marketing, paid ads, UGC, Leads
2. Understand current platform-specific algorithms and best practices
3. \_\_\_\_\_
4. \_\_\_\_\_

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## *(3) DEFINITIONS & TERMS TO KNOW*

Here's a list of some helpful marketing and social media. This is generally good to have a grasp on, moving forward with digital marketing and content strategy.

**KPI:** key performance indicator (AKA Sales and Revenue targets, Channel growth, Engagement benchmarks, Performance Test and learn Plan checkpoints)

**UGC:** user-generated content; should look organic and not like an ad (ex: unboxing of a product that you love)

**OTT:** "Over the top", refers to any media service other than cable (the idea is that consumers are going "over the top" of the cable box to access it); basically everything falls into this category - social media, video streaming services, etc.

**A/B Testing:** making two versions of a thing, sending them out to different people, and analyzing which one was more effective

**B2B:** Business to business: this could include wholesale transactions, partnerships, collaborations, or any business dealings where one business provides goods or services to another.

**SMM:** Social Media Strategy: a comprehensive plan outlining an organization's goals, target audience, content approach, and methods for engagement on social media platforms. It involves defining objectives, selecting appropriate platforms, creating and curating content, scheduling posts, and measuring performance.

**CTR:** Click-Through Rate: The percentage of people who clicked on a link or call-to-action in relation to the total number of users who viewed the content.

**DM:** Direct Message: Private messages exchanged between users on social media platforms.

**Algorithm:** A set of rules or calculations used by social media platforms to determine the content users see based on factors like engagement, relevance, and user behavior.

**Ad Sequencing:** showing ads to consumers in a particular order over time (ex: the first video might be a teaser designed to make people curious about what your product is about, the second might give more specific info, and so on)

**Engagement:** The interaction and involvement of users with content, including likes, comments, shares, and clicks.

**Reach:** The total number of unique users who see a piece of content.

**Impressions:** The total number of times a piece of content is displayed, including repeated views by the same user.

**Hashtag:** A keyword or phrase preceded by the "#" symbol used to categorize and discover content on social media platforms.

**Handle:** A user's unique name or identifier on social media platforms, usually preceded by the "@" symbol.

**Feed:** The central stream of content that users see on their social media platforms, typically comprised of posts from accounts they follow.

**Story:** Short-lived, temporary content that disappears after a set period, commonly used on platforms like Instagram and Snapchat.

**Bio:** A brief description of a user or brand on their social media profile.

**Engagement Rate:** The percentage of followers who engage with a piece of content relative to the total number of followers.

**Analytics:** Tools and metrics used to measure and analyze the performance of social media content.

**Influencer:** An individual with a significant and engaged following on social media, often partnering

with brands for collaborations. (Nano, Micro, Mid, Macro, Mega)

**Geotagging:** Adding a location to a social media post to provide context or target a specific audience.

**Caption:** A brief description or text accompanying an image or post on social media.

**Emoji:** Small digital icons used to convey emotions, reactions, or ideas in a visual format.

**Carousel:** A format that allows users to swipe through a series of images or videos within a single post.

**Follower:** A user who subscribes to another user's content on social media.

**Engagement Group:** A community of users who support each other by engaging with and promoting each other's content.

**Trending:** Content or hashtags that are currently popular or widely discussed on a platform.

**Shadowban:** A restriction imposed by a platform limiting the visibility of a user's content without notifying them.

**Platform-Specific Metrics:** Metrics unique to each social media platform, such as retweets on Twitter or pins on Pinterest.

**Community Guidelines:** Rules and policies established by social media platforms to govern user behavior and content.

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## *(4) YOUR TARGET AUDIENCE*

### **TYPE #1: CLIENT FOR SERVICES**

**Location:**

**Age:**

**Budget:**

**Style:**

**Vibe:**

**Problems to solve:**

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### **TYPE #2: SOCIAL MEDIA FOLLOWER**

**Location:**

**Age:**

**Budget:**

**Style:**

**Vibe:**

**Problems to solve:**

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### **TYPE #3: CUSTOMER FOR PRODUCT**

**Location:**

**Age:**

**Budget:** Flexible

**Style:**

**Vibe:**

**Problems to solve:**

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## *(5) SOCIAL MEDIA PLATFORMS*

Just a rundown of best practices for TikTok, Instagram, and Facebook. A more niche-specific deep dive is possible.

### **Engagement Excellence:**

- Prioritize audience interaction. Respond to DMs, reply strategically to comments, and actively engage in conversations within your niche.
- Utilize thoughtful responses to comments, encouraging ongoing engagement and interaction.

### **Strategic Platform Usage:**

- Allocate dedicated time for purposeful interaction. Genuine engagement is favored over sporadic content sharing.
- Cultivate an environment of relevance by engaging with accounts aligned with your brand and target audience.

### **Competitor Insight:**

- Conduct polite reconnaissance on competitors and peers. Utilize hashtags, location tags, and keyword searches to identify relevant accounts.
- Analyze competitor posts, noting captions, content, hashtags, and closed captions. Leverage insights to refine your content strategy.

### **SEO Mastery:**

- Embrace the significance of SEO. Utilize relevant hashtags, captions, and closed captions consistently.
- Maintain a document with curated hashtags for easy integration. Consider search terms that align with user behavior for optimal discoverability.

## **Strategic Tagging:**

- Fearlessly tag other accounts in your posts. Maximize exposure by associating your content with relevant creators, brands, or products.
- Explore repostability potential, aiming to be featured on larger accounts. Uphold camaraderie by reciprocally sharing other creators' content.
- Make sure you're using relevant hashtags and captions on all posts. Plus, you'll want to add closed-caption text to every video you post!

## **Community Building:**

- Participate in niche-specific group chats to foster mutual support among creators.
- Compile a list of pages that regularly feature others' content. Utilize tagging opportunities for increased visibility.

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## ***(6) CONTENT CREATION - THE BASICS***

Some general strategy guidance across all social media platforms to build a strong foundation:

### **1. Prioritize Fun and Easy Content:**

- Focus on content that is enjoyable to create to prevent burnout. Authenticity and passion are crucial; avoid content that feels forced.

### **2. Leverage Your Strengths:**

- Identify your strengths and create content that aligns with them. Authenticity shines through when you're passionate about what you're sharing.

### **3. Batch Content Creation:**

- Plan and create content in batches to maintain efficiency. Set dedicated time blocks for ideation, setup, filming, editing, and scheduling.

### **4. Utilize Scheduling Tools:**

- Use third-party schedulers to plan and automate your posting schedule. This ensures consistency and frees up time for other tasks.

### **5. Create a Series or Parts:**

- Develop content in series or parts to provide a structured format. This keeps viewers engaged and encourages them to anticipate future content.

### **6. Address Business Pain Points and FAQs:**

- Identify common pain points and frequently asked questions within your business. Create content that addresses these issues, serving both as informative posts and valuable client resources.

## **7. Solve Problems:**

- Recognize that users often turn to social media platforms, particularly TikTok, for problem-solving. Offer solutions to common issues within your niche to provide value to your audience.

## **8. Educational Content:**

- Share educational content that aligns with your expertise. This establishes you as an authority in your field and attracts an audience seeking valuable insights.

## **9. Engage with Trends:**

- Stay updated on current trends within your niche and incorporate them into your content. This helps your content remain relevant and appealing.

## **10. Know Your Audience:**

- Understand your target audience's preferences, and tailor your content to cater to their interests and needs.

## **11. Experiment and Analyze:**

- Experiment with different content formats and styles. Use analytics tools to analyze performance and refine your strategy based on what works best.

Remember, the key is to strike a balance between creating enjoyable content and addressing the needs of your audience. Consistency, authenticity, and a focus on value creation will contribute to building a strong foundation across social media platforms.

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## ***(7) CONTENT CREATION - IDEAS & INSPIRATION***

### **Utilize Instagram and Facebook Stories:**

- Keep your audience engaged with polls and quizzes on various topics. For example, conduct "This or That" polls to encourage participation.

### **Q&A Boxes:**

- Create Q&A boxes for fun or niche-specific questions. Share answers with creative backdrops, using memes or throwback photos to enhance engagement.

### **Engage with Clients:**

- Follow and stay engaged with clients' social pages. Comment on posts, reply to stories and reshare their public posts to maintain positive relationships.

### **Uplifting Content:**

- Share quotes, affirmations, or mantras promoting self-love, positivity, and personal growth. Repost older content or popular posts strategically.

### **Inclusivity:**

- Feature a diverse clientele in your posts to make potential clients feel comfortable and welcome. Showcase the variety of people you work with.

### **Before and Afters:**

- Fulfill the audience's desire for transformation content. Share before-and-after photos showcasing your expertise and allowing clients to judge the final look.

### **Reviews and Reactions:**

- Capitalize on client reviews and reactions. Showcase the experience you offer, not just the results. Include "getting ready" pics vs. professional photo results.

### **Tutorials for All:**

- Position yourself as a mentor with tutorials on various topics, providing expert advice that appeals to a broad audience.

### **Insider Scoop:**

- Share your expert insights on current trends, overdone looks, and unique or clever things you've encountered. Offer behind-the-scenes insights for an inside look.

### **Organizational/Travel Must-Haves:**

- Share organizational and travel must-haves, catering to a diverse audience with practical tips for various lifestyles.

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## ***(8) SOCIAL MEDIA - POSTING SCHEDULES***

### **MON**

CONTENT:

CAPTION:

STORY:

HASHTAGS:

### **TUE**

CONTENT:

CAPTION:

STORY:

HASHTAGS:

### **WED**

CONTENT:

CAPTION:



STORY:

HASHTAGS:

**THU**

CONTENT:

CAPTION:

STORY:

HASHTAGS:

**FRI**

CONTENT:

CAPTION:

STORY:

HASHTAGS:

**SAT**

CONTENT:

CAPTION:

STORY:

HASHTAGS:

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## *(9) CONTESTS AND COLLABS*

Engaging in contests or collaborations can be a rewarding strategy to connect with new followers or potential clients. However, it's crucial to recognize that purchasing attention may not result in lasting connections; individuals gained through such means may not stay engaged. Furthermore, encountering setbacks in these engagements can leave a lasting negative impression, influencing how others perceive you. Understanding the psychology behind these interactions is key!

### **Contests/Shout-outs:**

- Win prizes like skincare or wellness products.
- Get a chance for free items, virtually or in Philly.
- Elevate your lifestyle or styling routine.
- Highlight a follower of the month!

### **Collaborations/Peers:**

- Collaborate with individuals in your niche, for cross-promotion.
  - Build connections with like-minded individuals online and engage in cross-promotional activities.
  - Explore collaborations with brands or tools.
  - Connect with centric accounts or products.
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