

# SOCIAL MARKETING *checklist*

Start the year off right!

## SET YOUR GOALS

It is important to know what you want to accomplish right from the start. Focus on what makes an impact on your business and optimize for those outcomes. (Followers, Engagement, Reach, Video Views, etc.)

## PICK YOUR PLATFORMS

Determine which platforms your primary audience spends the most time and focus your efforts there. Once you have mastered these platforms, then expand your reach to secondary audiences.

## PLAN YOUR CONTENT

Identify what types of content are meaningful to your customers and can help you achieve your social marketing goals. Then, decide how often, and in what form (Newsfeed, Reels, Stories, etc.)

## EXECUTE CONSISTENTLY

Utilize a content calendar so you can visualize your planned content. Once you have consistent messaging, schedule your content so you don't get too busy and forget.

## REVIEW WHAT WORKS

Use your social media insights to determine which types of posts were successful in achieving your social media marketing goals. Incorporate more of this type of content in your monthly plan!