

Social Media Marketing Checklist:



Start with Your Business: a look at the Big Picture

- Review Overall Strategy & Mission of Business; Upgrade as needed
- Align Business Goals & Objectives to Match with Marketing Plans
- Refine Core Message & Brand Identity Elements for Consistency
- Update Marketing Agenda & Review Positioning Objectives including UVP (Unique Value Proposition)

NEXT Set or Update:

- Documented Content Strategy
- Editorial Guidelines
- Editorial Calendar

THEN, Line Up: Business | Marketing | Content Marketing Goals with KPI's:

(KPI = key performance indicators help you track and measure results to analyze and continually improve, as you go)

- Look at Your Content Plan, Backwards! Think Goal before Content Creation/Production/Promotion
- Map out a Customer Journey to Match Content to User Experience (UX)
- Compile Audience Analytics to Target Ideal Customers & Learn their Language & Preferences
- Integrate an Audience-First Approach interwoven w Business Objectives at the **Intersection of Value** to Meet the Needs & Desires of Customers/Prospects and Engage with them to cultivate
- Use data to steer the direction to reach current goals and objectives

*** Make sure to set up systems to collect, measure, and compare results.

Social Media Marketing Integration:

Without clarity in your business, marketing, & content marketing objectives, and a deep understanding of your audience and their needs, your content marketing goals will be harder to reach. Your documented strategy must, therefore, combine the interests of both your audience and your business. (see above)

Then, you can consider using a **Social Media Marketing component into your marketing mix and digital channels and plan**, adding a meaningful opportunity to ignite and explode the reach and engagement for your company and content.

1. First, Overview of Objectives for SMM: (this varies by your specific needs)

- increase awareness/brand recognition
- continue building relationships/connections
- expand inbound/attribution marketing reach
- create or find opportunities/leads for NEW business
- establish reputation/authority with quality content
- build social impact with measurable results
- start a conversation with clients/offer customer service system via social
- set KPI's and SMM goals as appropriate for your business but:
 - Create an Action List to Check off Items to Reach Goals
 - Set Metrics & Systems to Collect, Analyze, & Improve on Results

2. Set Up a SMM Program Outline & Plan of Action:

- Select Key Channels relevant for your Business & Audience—Your 3 Top*
- Optimize Key Channel Picks via Profile Review, Core Message & Visuals
- Master Top 3 Channels Listing Action Steps for Each & Devising Workflows
- Plan a SMM Editorial Schedule, Create Additional Visuals & Headlines to Align with Content for Distribution & Promotion Programming
- Determine Resources: Scheduling of Time/Budget | Automation Needs etc.
- Repurpose Content to Stretch the Value & Increase Your Reach; Enhance & Adjust to Channel Specs for Better Results

- Collect & Review Data on a Regular Schedule; Tweak as You Go

*Top Number of Social Channels suggested is 3, by most everyone. It's better to do 3 channels really well, with concentrated effort, than be on all of them, haphazardly. I know, lots of peeps do a whole bunch of social channels and try all the new toys, too. **But, if you think SMM is having a presence without being present, you may as well not do social.** On the other hand, if you're the "Social Media Hat" you do them all, simple as that.

3. Set a SMM Calendar & Create Auxiliary Brand Content for Social:

- Coordinate Content, Visuals, Social Channels, Promotions & Schedule
- Align SMM Goals with Content Strategy & Editorial Schedules considering Customer Journey and Meeting User Needs
- Plan for Engagement by Attracting/Answering—Engaging (*social is social!*)
- Don't be Afraid to:
 - Try New Techniques,
 - Trash Things that Aren't Working,
 - Start Over or Take a New Direction,
 - Change & Evolve, or
 - Stop

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