

FIVE STEPS

to Develop Your Social Media Marketing Campaign Strategy

1 Identify your goals.

Some examples of goals include:

Driving more traffic to your website

Increasing demand for your products and services

Generating awareness among influential people

Increasing sales or brand awareness

Spreading the word about special events, promotions, and developments in your business

Whatever your goals are, it is important to define them. If you don't know what you're trying to accomplish, you will be wasting your time doing social media aimlessly.



Determine who you are trying to reach.

2

Who are your targeted audiences?

The more you know about who you are trying to reach online, the better you will be able to connect with them.

3 What is your budget in terms of payroll, time, or professional services?

Marketing takes time and it costs money, but it is **absolutely necessary** to grow your business.



4 Which social media networks will you use, and how will you utilize each one?

4



5

How will you measure success?

How will you know if your campaign was successful? What is your return on investment from your social media?



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