

The #SocialBusinessPlan

Social media for business goes beyond a post and a share. In order to be profitable and productive you must have a plan. Your #SocialBusinessPlan builds a bridge from your social media to your sales, customer retention, marketing, and PR. Digital media isn't going anywhere so you may as well take advantage of it.

The list below will give you a good idea of all the components you should have in place. If you need additional guidance please visit SocializeLA.com or email Margaret@socializeLA.com

Resource Checklist

The Foundation

- Personnel | Who will manage your online marketing?
- How much time will you/they be able to devote?
- What is your budget for your online marketing? (Consider personnel, ads, software)

The Start

- Know your target audience
- Be aware of your competition online
- Know your voice, create your messaging
- Stay on brand

Lead Generation

- List your main business goals
- Create your call-to-actions
- Create a lead funnel
- Create trackable links
- Track progress.

Digital Media Tools

- To create lively graphics
- To monitor and publish in the future

Tracking

- Track progress & links
- Identify what is working & what isn't

Publishing

- How often will you publish (social media)
- How often will you blog, video, email marketing.
- Create a content & editorial Calendar

Engagement

- Create your plan to be social online.
- Create lists and be friendly.
- Make time to engage on all your channels.
- Track your progress & Stay consistent.

The #SocialBusinessPlan Components

- Social Media Channels
- Lead Generation/Call-to-action
- Website
- Blog
- Email Marketing
- CRM | Customer Relationship Management System
- Others: Sales, PR, Customer Service outlets



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