

# Strategic Social Media Marketing Plan

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## Audience

Describe your target audience:

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What are the biggest pain points of your ideal customer?

1. 

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2. 

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3. 

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What is your target customer passionate about?

1. 

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2. 

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3. 

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## Message

What are the main tenants of your marketing message?

1. 

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2. 

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3. 

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What does your company stand for?

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Does your visual branding compliment your message?

Yes

No

On the 3 - 4 platforms you plan to have a presence on, optimize your:

- Profile picture
- Cover photo (if applicable)
- Bio/description
- Links
- Connections

What will be your **primary** platform? \_\_\_\_\_

Which will be your support platforms?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Draft examples of the three main types of content you will post:

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How often will you batch-create content? once/ \_\_\_\_\_

Will you schedule your posts? If so, when? \_\_\_\_\_

How often will you schedule time to engage? \_\_\_\_\_