

# *Startup Success*

## SOCIAL MEDIA STRATEGY & PLANNING

# Startup Success

MODULE 3 // Visibility & Lead Generation

## Social Media Strategy

Describe your target customer:

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What is their core desire?

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What do you have to offer to them? (i.e. Why should they follow you?)

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Long-form platform of choice:

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Short-form platform of choice: \_\_\_\_\_

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## Social Media Schedule

How often will you publish **long-form** content?

\_\_\_\_\_ times/ \_\_\_\_\_

When will you publish?

Every \_\_\_\_\_ at \_\_\_\_:\_\_\_\_ \_\_\_\_

How often will you publish **short-form** content?

\_\_\_\_\_ times/ \_\_\_\_\_

When will you publish?

Every \_\_\_\_\_ at \_\_\_\_:\_\_\_\_ \_\_\_\_





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## Content Planning

Which ideas are you most excited about AND the most in alignment with your target customer's primary desire?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

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## Schedule

\_\_\_\_\_  
PLATFORM

\_\_\_\_\_  
MONTH

Date

Planned Content

\_\_\_/\_\_\_/\_\_\_

\_\_\_\_\_

\_\_\_/\_\_\_/\_\_\_

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