

8 STEPS TO BUILD A CAPABLE SOCIAL MEDIA MARKETING STRATEGY



1

Identify your business goals from day one

Every Social Media activity should serve your business goal. Jumping into Social Media just because it's easy to create a profile and follow people will make no difference. It's all about your brand reputation online.



2

Craft your social media marketing objectives

Craft marketing objectives that are aligned to your business goals. Ensure your marketing objectives are SMART:

- Specific
- Measurable
- Achievable
- Relevant
- Time-based



3

Understand the audience persona

Your business is never about you; it has always been about people you provide value to. Segment your audience based on:

- Age
- Gender
- Education
- Income
- Location



4

Research competition and know what to do

Things to look at while analyzing a competitor's social profiles:

- Followers and followings
- Posting frequency
- Time of day
- Type of content
- Context of content
- Engagement rate on Social Networks



5

Develop a content marketing strategy

Different types of content for marketing strategy:

- Blog posts
- Webinars
- FAQs
- Press releases
- Case studies
- Whitepapers
- Videos
- Slides/Powerpoints
- Feature articles
- Industry news
- Buyer guides
- Business news



6

List down the resources and investment

Make an extensive list of tools and resources you need for your overall Social Media Marketing Strategy:

- Time to research, create and share content
- Design images, infographics, GIFs, videos
- Tools like Google Analytics, Google Adwords, Canva, Statusbrew, etc
- Money to execute your social media strategy



7

Distribute the tasks among your team members

In order to prevent your social strategy from getting messy, distribute the work among team members by assigning them a role. This can make the process more productive and less complex.



8

Track your social media metrics and social media ROI

Tracking the right Social Media metrics can answer whether your marketing efforts are on track or there is a need to pay attention. Tracking the right metrics can help you stick to your business goals throughout the process.