



2017

Social Marketing  
Planning Checklist

# YOUR 2017 PLANNING CHECKLIST:

This checklist is intended for use with the 2017 Social Media Planning Excel Template. Complete the checklist below as you fill out the template and be ready to tackle 2017!



## Establish key promotions and campaigns:

Create pillar campaigns that all social activity maps back to. These pillars should be either in-line with, or better yet, created in conjunction with the broader digital marketing team.



## Set goals for each promotion and campaign:

By analyzing the performance of past campaigns, set aggressive goals for your upcoming campaigns. These goals should be uncomfortable, and will inspire creative tactics in order to reach them.



## Write a creative brief:

Your campaigns will need focus, creative assets, and direction. Use the provided creative brief to develop your campaign theme, targeting, and timeline. All tactics and activities associated with your campaign should map back to this creative brief.



## Develop program tactics and calendar for each campaign:

Create a cadence and distribution plan for social media tactics that will support the campaign and help achieve the goals that you've set.



## Make budget and creative resource requests:

Every social plan needs content, and in 2017, most social plans will need budget requests, as social marketers plan ad campaigns through Facebook and other social channels. These requests should be outlined and signed off on by key stakeholders who will need to perform or approve each request.



## Begin Benchmarking and Tracking Progress:

The final tab of your 2017 Planning template is designed to help you track progress on every social network that matters to you. Track progress in this tab or use Simply Measured's Social Analysis and Attribution products to measure and analyze everything in one place. However you track progress, this step is important to understanding how your campaigns and ongoing programs are performing so you can optimize and iterate along the way.



## ABOUT SIMPLY MEASURED

Simply Measured is the most complete social analytics solution, empowering marketers with unmatched access to their social data to more clearly define their social strategy and to optimize their tactics for maximum impact.

Our goal is to put the tools to understand business data in the hands of business users. We think reporting should be simple, attractive, and accessible for everyone – not just data scientists. Our software streamlines the process from data to deliverables and eliminates the countless hours spent on everyday reporting tasks. We do this by putting cloud data sources at your fingertips, providing a marketplace of best practice reports, and allowing you to generate beautiful solutions on the web, in Excel, and in PowerPoint with a couple of clicks.

Want to try Simply Measured?

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