

MARKETING SOLVED

# SOCIAL MEDIA STRATEGY



This Workbook Is Your Key To

**CREATE A SUCCESSFUL SOCIAL  
MEDIA STRATEGY**

SAVE THIS AND REFER TO IT OFTEN

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# BUSINESS SUMMARY

**NAME OF BUSINESS:**

**URL:**

**DESCRIPTION:**

**PRODUCTS OR SERVICES OFFERED:**

**MISSION STATEMENT:**

# SOCIAL PROFILES

Facebook URL:

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Pinterest URL:

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Twitter URL:

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Instagram URL:

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Google + URL:

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YouTube URL:

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LinkedIn URL:

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YouTube URL:

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Snapchat URL:

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# GROW YOUR FOLLOWING

## DAILY PLAN:

- Provide Valuable Content Relevant to Ideal Fans
- Follow Influencers & Connectors
- Like, Comment, Share on Influencers Facebook Pages
- Like, Comments, Share, Retweet, Reply, & Pin Others Content
- Leave Thoughtful Comments on Blog Posts

## STRATEGIES:

- Consistently provide and post content relevant to industry
- Add Facebook Like Box to Website
- Add Social Media Icons to Website
- Link Facebook Page to Personal Profile
- Invite & Share with Friends and Family
- Offer incentives for future clients - Discount, Free Trial, Referrals
- Use Social Ads
- Add Social Links in Email Signature
- Add Calls to Action in Email Newsletters to Follow on Social

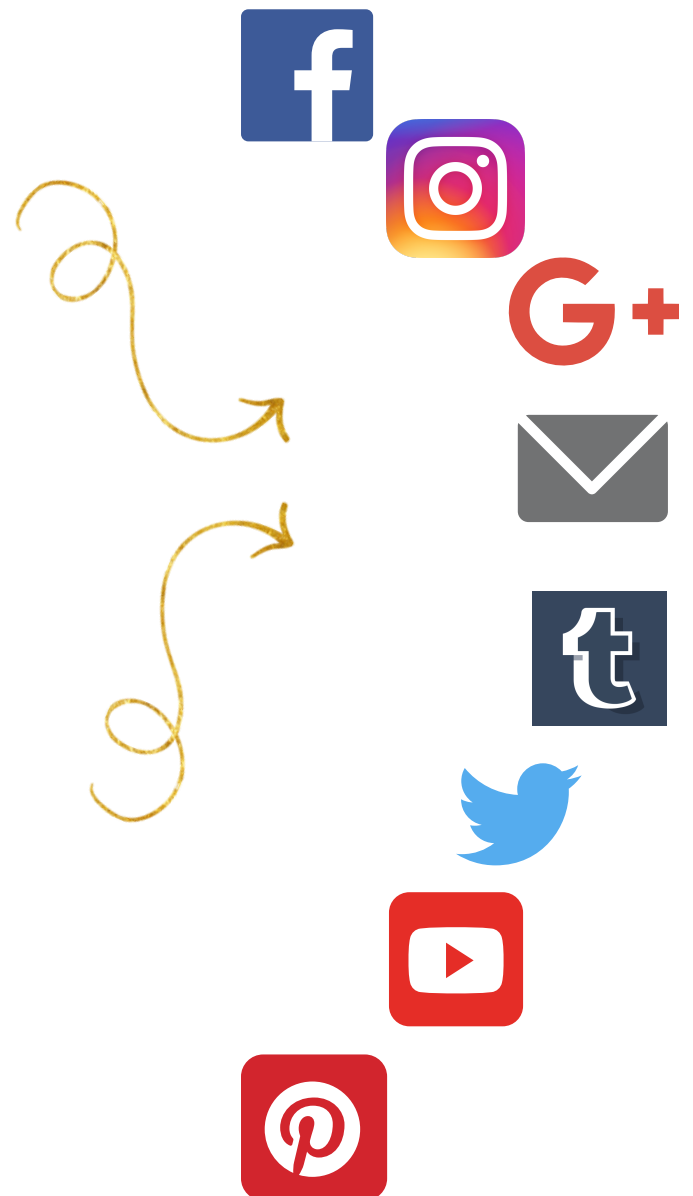
## OTHER TASKS:

# SHARE EVERYWHERE

- Post Blog Posts on All Platforms: Pinterest, Facebook, Twitter,
- Google+, IG, LinkedIn
- Post **at least one post a day**, (Ideally twice) on at least one platform
- Post at least once a week on each platform: Choose Your Media
- (Video, Article, Text, Image)
- Create schedule to cross promote between social networks
- Email Your Subscribers



*Blog Post*



# MARKETING STRATEGY

## ONLINE MARKETING GOALS:

(THESE ARE YOUR PRIMARY BUSINESS GOALS. BE SPECIFIC BUT KEEP IT TO 1-2 GOALS TO MAKE SURE YOU REMAINED FOCUS)

EXAMPLE:

1. GROW SOCIAL MEDIA FANS TO 3,000
2. GET 300 NEW EMAIL SUBSCRIBERS

## GOALS:

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

## CONTENT GOALS:

(WHAT DO YOU WANT FANS AND VISITORS TO LEARN OR GET FROM YOU?)

EXAMPLE:






1. LEARN CLEAN EATING STRATEGIES TO INCREASE HEALTHY LIVING
2. LIVE HEALTHIER
3. SHIFT TO A POSITIVE MINDSET TO FULFILL THEIR DREAMS

## BENEFITS - OUR CONTENT HELPS OUR IDEAL CLIENT (HOW):


- 1.
- 2.
- 3.

# MARKETING STRATEGY TIPS

## CONTENT STRATEGY

-  Create a variety of content.  
(blog posts, custom images, training videos, etc.)
-  Post new content on your blog *at least* twice a month.  
(This helps with your search results, gives you content to share on social media and email)
-  Bulk create your social media content every month.  
(This way you have content to post throughout the month.  
Or - Use a **Done For You Service** to Get the Content Created FOR YOU.
-  Cross promote your content to your social media networks. Remember it's ok to share more than once!
-  Use automation tools like IFTTT to cross post between networks.

## SHARED (CURATED) CONTENT

-  Share content from relevant industry influencers to share with your fans including: motivational images, helpful blog posts, images, training videos, etc..

This helps you share information your fans will want but you won't have to create it all.



# RESOURCE LIST

CREATE A RESOURCE LIST TO PULL CURATED CONTENT FROM

(INCLUDE WEBSITES FROM RELEVANT INDUSTRIES THAT YOU CAN SHARE CONTENT FROM THAT PROVIDES VALUE FOR YOUR FANS)

## RESOURCE LIST EXAMPLE:

1. Fully Raw Kristina: [fullyraw.com](http://fullyraw.com) (Mindset & Recipes)
2. Tone It Up: [toneitup.com](http://toneitup.com) (Inspiration & Exercises)
3. Cooking Light Magazine: [cookinglight.com](http://cookinglight.com) (Cooking & Recipes)
4. Real Simple: [realsimple.com](http://realsimple.com) (Cooking)
5. Vegetarian Times Magazine: [vegetariantimes.com](http://vegetariantimes.com) (Recipes)
6. Precision Nutrition: [precisionnutrition.com](http://precisionnutrition.com) (Healthy Living & Food Info)
7. Chalene Johnson: [ChaleneJohnson.com](http://ChaleneJohnson.com) (Motivation & Exercise)
8. Emily Skye Fitness: [EmilySkyeFit.com](http://EmilySkyeFit.com) (Exercise)
9. Against All Grain: [AgainstAllGrain.com](http://AgainstAllGrain.com) (Healthy Eating)
10. 100 Days of Real Food: [100daysofrealfood.com](http://100daysofrealfood.com) (Healthy Eating & Recipes)

Add Calls to Action in Email Newsletters to Follow on Social

## YOUR RESOURCE LIST

[illegible]

# ENGAGEMENT STRATEGY

How to engage fans and get them interacting, sharing, commenting, liking your content

## 1. Mix Up Post Media:

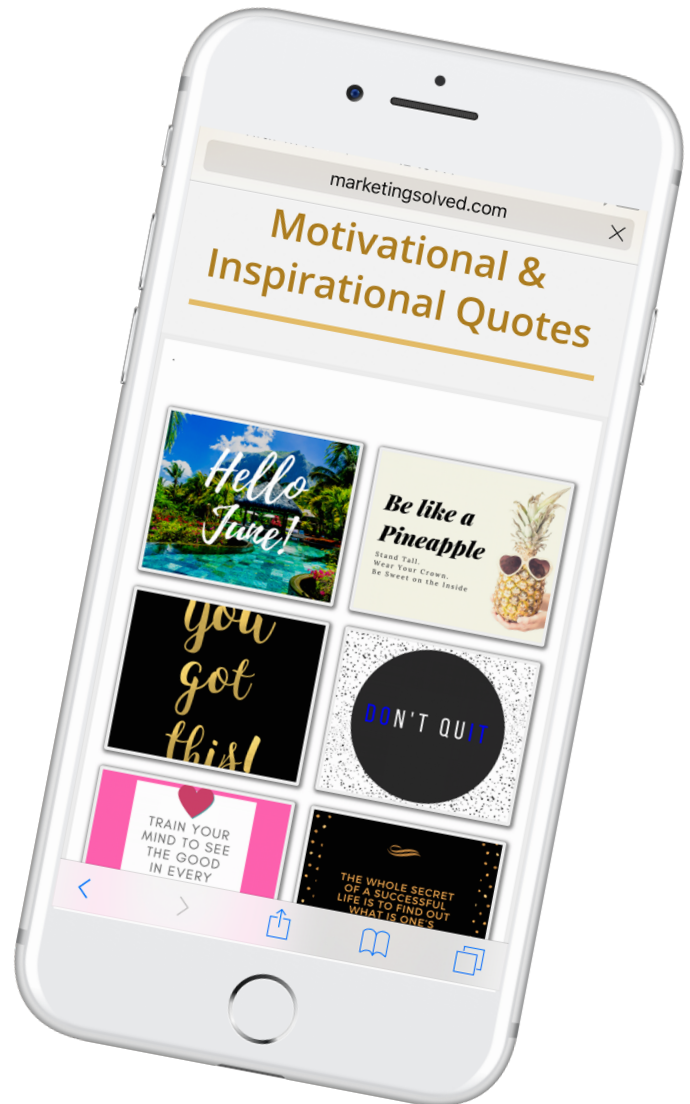
Blog Posts, Links to articles, Custom Graphic Images, Photos, Videos, Text Only Status, Shared Posts

## 2. Post Different Types of Content:

Benefits, Tips/Advice, Quotes, Industry News, Client Testimonials, Before/After Questions or FAQ's, Resources, Client Accomplishments, Events, Business Promotions.

## 3. Text Posts:

Post without a link. Quotes or Tips, Personal Post, Humor, Engaging, Questions, Updates, and Advice.



# ENGAGEMENT STRATEGY

## 4. Link Updates:

Share relevant articles, industry news, new resources, or helpful videos

.

## 5. Fan Engagement:

Reply to every piece of engagement on your page. Thanks for the comment, answer questions, or add your own feedback and value.

## 6. Discuss & Ask Open Ended Questions

- Have you seen this?
- Have you tried this?
- Did you know this?
- Reference Point in the Article: "#2 is my
- favorite! Which is yours?"
- Ask for opinions: What did you think? Do
- you agree?
- Fill in the blank
- Which do you like better?
- Love it or Hate it?
- We need your feedback!!

# DAILY MODERATION

## 1. Check & Monitor Posts:

- Review and delete any spam or inappropriate posts
- Review and delete any promotional or unnecessary comments.
- Respond to any comments, questions, or concerns on posts.

## 2. Negative Posts:

- Delete any inappropriate comments or negative posts.
- If necessary, remove negative users from your page and ban from reposting.

## 3. Messages:

Review and respond to messages as necessary.

## 4. Review Shares

Review any post shares. Like those shares and comment thanking the fan for sharing your content.

# DRIVING TRAFFIC

- ☐ Add URL to Bios
- ☐ Add URL to your About Section
- ☐ Add Contact Info to profiles
- ☐ Add URL to Cover Photos and Cover Photo Description (Facebook)
- ☐ Share Blog Posts or Articles
- ☐ Share Promotional Posts with Link to Website
- ☐ Share Products & Product Links
- ☐ Share Services & Service Links
- ☐ Include URL on Custom Images - To catch the eye and get clicks
- ☐ Use Calls to Action - "Click the link to learn more..." "Buy Now"
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## NOTES

# EMAIL LIST BUILDING

ANOTHER EXCELLENT STRATEGY TO USE WITH SOCIAL MEDIA, IS TO FUNNEL SOCIAL MEDIA FANS INTO AN EMAIL LIST. USE THESE LIST BUILDING STRATEGIES WITH YOUR SOCIAL MEDIA.

1. **Add a link in your bio** for people to give you an email address. (This is called an opt in page)
2. **Promote your newsletter** in your about section.
3. **Promote your newsletter in posts** 1 - 2 times a week.
4. **Offer a "Freebie"** to your audience in exchange for an email address
  - Free Workshops/Challenges
  - Checklists
  - Coupon or Discount
  - Trainings or Webinars
5. **Promote your Freebies** 1 - 2 times a week.

# POSTING STRATEGY

## 1. Create Weekly Post Schedule:

- Motivational Monday - Custom Quote Graphic
- Tuesday - Share blog post
- Wednesday - Promote your Business
- Thursday - Question of the Day
- Friday - Funny Friday
- Saturday - Share a Freebie
- Sunday

2. Post At Least Once a Day - Reach Larger Audience with multiple posts and reach people who are online at different times.

3. Post on each social network at least twice a week.

3. Review Analytics & Insights to find the ideal posting time so you can reach as many people as possible.



# NEW CLIENT STRATEGY

## 1. Follow the 80 / 20 Rule:

80% of the time post valuable - engaging content.

20% of the time, promote your business.

**2. Provide links for fans** to purchase your products or book your services.

**3. Offer Your Freebies** to grow your email list and market via your email list.

**4. Post CONSISTENTLY** - On Social media it's out of sight, out of mind. You have to be present every day in order to convert.

**5. Engage with your Audience** - Answer questions, thank them for commenting, let them know you value their time.

6. Use Advertising to get in front of new audiences and retarget website visitors

# ADVERTISING STRATEGY

## ADVERTISING STRATEGY:

1. Grow your Following
2. Advertise blog posts or Freebies
3. Send traffic to your website, blog posts, freebies, products, services.
4. Conversions - Send people to an opt in page where people can enter their email.

## AD TIPS:

1. Make sure your ads target your ideal audience demographics and interests.
2. Run at least one ad per month to get exposure to a brand new audience.
3. Use "Audience Insights" Tool in Ads Manager to find pages to target
4. Use retargeting to advertise to audiences that have already visited your website.
5. Test Ad Copy & Images to see what works best & increase budget gradually

# PUT IT ALL TOGETHER

## Your Marketing Goals:

Goal 1 -

Goal 2 -

## Your Content Goals:

Benefit 1 -

Benefit 2 -

Benefit 3 -

## Your Resource List:

1. (Name, URL, Topic)
2. (Name, URL, Topic)
3. (Name, URL, Topic)
4. (Name, URL, Topic)
5. (Name, URL, Topic)
6. (Name, URL, Topic)
7. (Name, URL, Topic)
8. (Name, URL, Topic)
9. (Name, URL, Topic)
10. (Name, URL, Topic)

# PUT IT ALL TOGETHER

**STRATEGY IMPLEMENTED:** *What A Day Could Look Like*

*GOAL: USE SOCIAL TO ENGAGE, SEND TRAFFIC TO OPT IN & GET SUBSCRIBERS*

**- Publish Blog Post About Your Expertise:**

"Highlight Your Benefits" (Get Clients)

**- Check & Moderate Social Channels:**

Comments, Tweets, & Spam

**- Morning: Post Article on Social -**

"Include Website Link" (Driving Traffic)

**- Middle of the Day: Post Engaging Content -**

"Open Ended Question" (Build Community)

**- Early Evening: Promote Your Freebie -**

"Free Resource" (Get Subscribers)

**- Evening - Post Curated Content From Resource List**

(Value & Engagement)

**Run Ad** - Promoting Freebie (Provide Value, Grow Community & Listbuilding)

# DAILY SOCIAL STRATEGY

## Facebook , Instagram, & Google Plus

1. Post on your business page once a day including articles, tips, how-to's, video tutorials, and relevant curated content
2. Interact as your page. Leave 3 thoughtful comments on influencers pages.
3. Join relevant groups and communities and each day, interact in at least 1 group offering expertise and value. Where allowed, promote your business or share your content.
4. Like and Share Influencers content

## Twitter

1. Tweet at least once a day: Quotes, Articles, Helpful Tips.
2. Use lists to segment people to follow: Influencers, Fellow Industry Professionals, Ideal Clients.
3. Search keywords to find content related to your business and engage with users.
4. Engage with others tweet. Like, Retweet and Reply. Especially users who interact with you.

## LinkedIn

1. Update status once per day
2. Accept relevant invitations
3. Provide 1 recommendation where appropriate

## Pinterest

1. Pin at least 5 new Pins every day. Repin 5 relevant pins
2. Repin three others pins that followers would find interesting
3. Find five new people within industry, field or niche to follow

# NOTES

# CONGRATULATIONS

You are now ready to move forward with a social media strategy that is going to help you grow your business.

Once you complete this workbook - be sure to go back to your accounts and create your plan to move forward.