



SOCIAL MEDIA STRATEGY: TEMPLATE FOR BUSINESSES



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Social Media Strategy: Templates for Business

Business Description:

[Write here your business description here, as if you are describing your business to someone who doesn't have a clue]

Business Goals:

[Write down your business goals as a whole, don't focus on the social media marketing]

Convert your business goals to social media goals, for example:

Brand Awareness = Social Media Reach

Word of Mouth = Shares and Retweets

Leads = Actions

Sales = Conversions



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Using your business & social media goals, create SMART targets (specific, measurable, attainable, relevant & time based), these can be 5 aims & objectives for your online strategy:

- 1.
- 2.
- 3.
- 4.
- 5.

Who are you target audience?

[Who are you training to reach with your social media?]

Can you survey your target audience?

[Surveys can be done in store/person, on email, or on social media]

Number of respondents:

Average Age:

Male %:

Female %:

% on Facebook:

% on Twitter:

% on LinkedIn:

% on Instagram:

% on Google+:

% on Pinterest:



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Know your competition:

[Write down you main competitors. Keeping these in mind is integral when managing social media platforms and strategy. We advise looking at 5 main competitors, and using the template below]

Competitor	Profiles	Strengths	Weaknesses	Content You Love
1.				
2.				
3.				
4.				
5.				

Or go even further with a layout similar to this from Hootsuite:

	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Brand Positioning & Overview						
Target Market						
Social Media Strategies						
Total # of Social Accounts						
# Twitter Followers						
# Facebook Likes						
# Google+ Followers						



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Social Media Audit:

[Create an inventory of all official and unofficial social media profiles relating to your business – check for misspelling, pages set up by past employees or even general users on the web]

Site	URL	Followers	Last Activity	Action
				e.g. close down, remove, merge etc

Once you have consolidated all of your pages/accounts, this handy table can be used:

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N	Password Centralised Y/N



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By looking at your competitors and completing a social media audit, you should be able to answer the following questions:

1. Do I need to consolidate social media accounts/pages to simplify our social presence?
2. Based on our survey/competition the gaps in our social media presence are..?
3. I have learned from our competition these key points which we can implement within our online presence...
4. I know which platforms I want our business to have a social media presence on...

Develop a content strategy:

The rule of thirds is incredibly important when designing and developing your content strategy, bear this in mind across all platforms:

- ∞ 1/3 content that promote the business
- ∞ 1/3 content that are shares
- ∞ 1/3 content that is original

Remember different platforms have different audiences, so content shouldn't be copied from one to another. It is important to create a content calendar or spreadsheet which is accessible and understandable to all staff members of your business. In this you can note down the content that has done particularly well online (and on which channels) and what hasn't. A content spreadsheet is also handy for content you can recycle, and for content which has expiration dates so you don't want your staff to use again.

Content Type	Title	Link	Blurb/Snippet	Image	Expiration
Website/Facebook Twitter/Pinterest					Xmas only

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Your content strategy should also make it clear how many posts to each platform you intend to do each day:

Post 5 times to Twitter per day

Post 2 times to Facebook per day

Content Planning:

Not only is a content repository important for your content strategy, but having a plan in place for the release of the content is just as important to your business. This will add structure and continuity to your social presence, and is often the complaint of many small businesses who are trying to juggle social media marketing without a strategy and the running of their business. We would recommend a monthly planner for any business, and you can go into as much or as little details per platform as required.

An example monthly planner for content might be like this (from HubSpot):

GWE CAMBRIAN WEB							KEY:
May-16							Holiday
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Campaign
		New Product Launching		Holiday Blog Post			Ebook
	Website Campaign	Website Campaign	Website Campaign	Website Campaign	Website Campaign		Webinar
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Blog Post
		Social Media Ebook					Product Launch
	Website Campaign	Social Media Blog Post	Website Campaign	Website Campaign	Website Campaign		Experiment
	Website Campaign	Website Campaign	Website Campaign	Website Campaign	Website Campaign		Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Website Campaign	Website Campaign	Website Campaign	Website Campaign	Website Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					



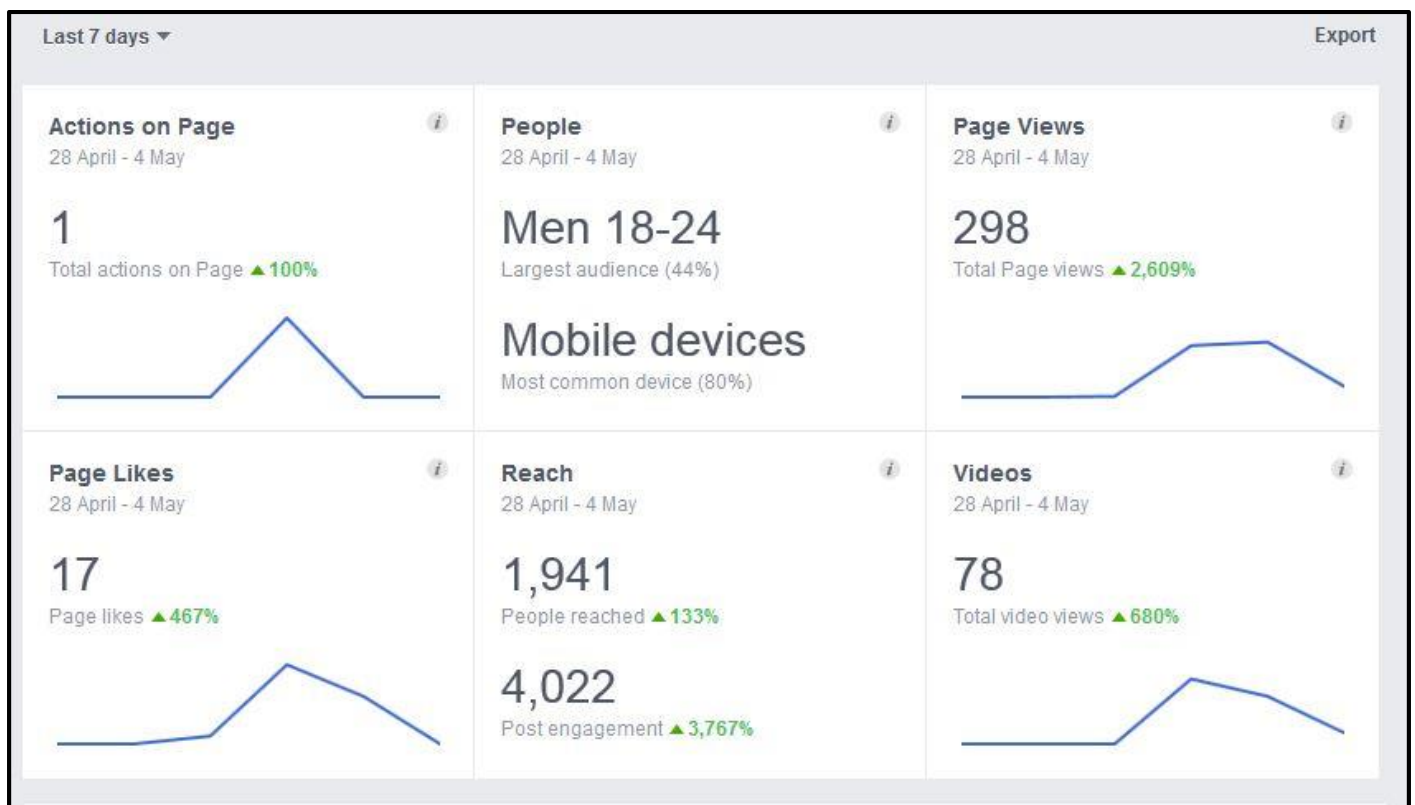
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Measuring your success & progress:

[Remember to align your analytics with your goals, and use Facebook Insights, Hootsuite & Google Analytics if possible]

We recommend you measure your progress on a week by week basis, and by using tools which are usually available for free from each platform you will be using. The image below shows the fantastic free insights provided by Facebook, and as we say, so long as they are green then you are doing good!

Make sure that you can measure your targets set out at the start of your social media strategy – as you can see below on the Facebook insights you can measure reach, views, actions and engagement. There's no point aiming for a target you then cannot measure.



Finally – refine your strategy:

Learn from the insights and analytics you use – what worked, what didn't, do you need to adjust your goals, have you any changes to make?

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Gwe Cambrian Web Social Media Marketing Price Plans

BASIC MANAGEMENT	ADVANCED MANAGEMENT	SUPERIOR MANAGEMENT
£160.00 per month, 4 days a week	£300.00 per month, 5 days a week	£480.00 p/m, 5 to 6 days a week
1 Platform / Account	3 Platforms / Account (including Google+)	4 or 5 Platforms / Accounts
Networking on groups, accounts/pages	Networking on groups, accounts/pages	Networking on groups, accounts/pages
Engaging with comments and messages	Engaging with comments and messages	Engaging with comments and messages
Posting and scheduling	Posting and scheduling	Posting and scheduling
Monthly Activity Report	1 blog post a month	2 blog posts a month
6 Month Review	Monthly Activity Report	Monthly Activity Report
Cancel Anytime	6 Month Review	6 Month Review
	Cancel Anytime	Cancel Anytime

Social Media Audit @ £45.00

We can do a basic report with suggestions and advice on your current social media campaign for £45.00. For a more in-depth assessment please get in touch for a personal quote.

Set Up Per Platform £125.00

Our set up per platform involves getting your business up online on various social platforms. The set-up is £125.00 per platform and includes a free week of our Advanced Management package.

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