

SOCIAL MEDIA STRATEGY – HOW WILL WE GET REAL BUSINESS RESULTS?



Business Goals

Social Media Goals

Social Media Activities

Who

All social media activities should tie back to a high-level business goal

Awareness

Grow following

Campaigns

Name: _____

Boost engagement

Content

Name: _____

Monitor and engage

Name: _____

Decision

Win Sales

Promote Sales

Name: _____

Retention

Brand evangelism

Monitor for support issues

Name: _____

Nurture relationships with VIP customers

Name: _____

Business Goals

