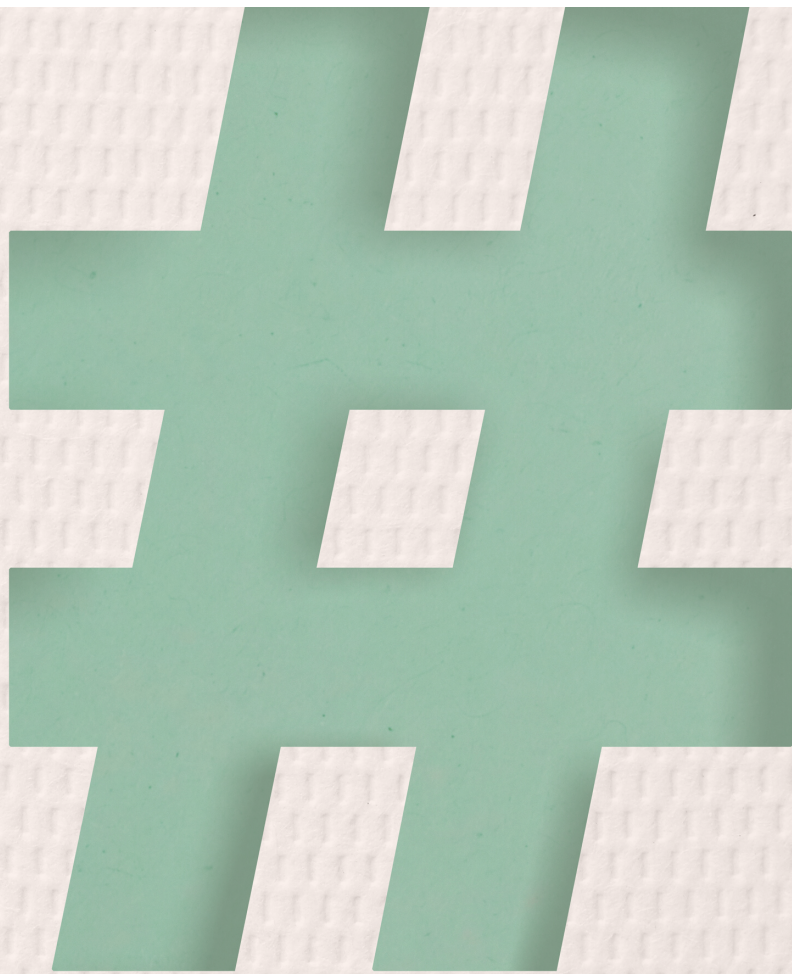


THE **1** HOUR SOCIAL MEDIA STRATEGY



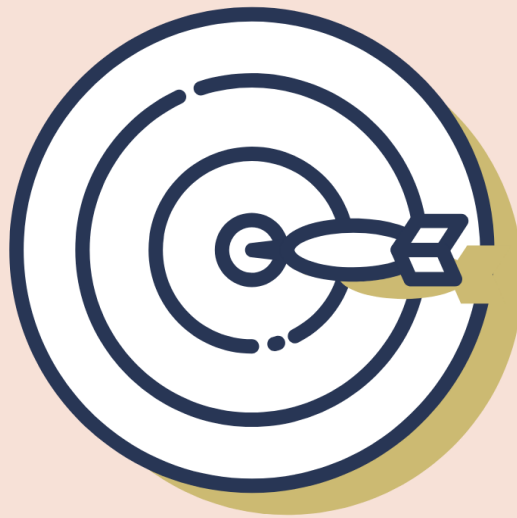
FOR BUSINESSES IN 2020



LIVING
ABSTRACTS

01

BUSINESS GOALS



List your business goals for the year. What is important to you? Sales? Visibility? Monthly income? Branching out into a new sector? Where do you want to be in 12 months?

You need to know this so that your social media plan can support your goals.

02

YOUR YEAR

Map out your coming 12 months, including promotions.

A portrait photographer may sell portrait sittings in the run-up to Mothers Day and Christmas, themed portraits for pumpkin season and beach shoots in the summer. A jeweller may sell 80% of their stock in the fourth quarter and the rest of their year is building a strong following, so that they're poised to buy come the end of the year. And a personal coach may have their busiest period in January, when potential clients are thinking about change and growth.

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

PLATFORMS

☐

FACEBOOK

☐

SNAPCHAT

☐

INSTAGRAM

☐

TIKTOK

☐

LINKEDIN

☐

TWITTER

☐

PINTEREST*

☐

YOUTUBE

**Technically, Pinterest is a search engine, but it's included here because we tend to use it like social media platforms.*

ANALYTICS

See what is working: where are your existing sales, inquiries and traffic coming from?

Look at your Google Analytics under Acquisition. In 'All Traffic', you can check Channels to see who finds you with organic search, social and directly.

You can also look within Source/medium (still under Acquisition) for a breakdown of social media platforms.

Given the role that social media plays in your business or you would like it to play, which platforms are you going to be active on? Tick the ones you're going to use.

I WILL SPEND
____ HOURS/DAYS
A WEEK/MONTH
ON SOCIAL MEDIA
TO HIT MY GOALS.

04 RESOURCES

Given the platforms you have chosen and the jobs you want them to do, allocate time per week or month for each. Bear in mind it is quite usual to spend at least 20% of your time marketing, which might be one day a week in a five-day week. If you have busy seasons, you might want to allocate more time ahead of those to prepare content.

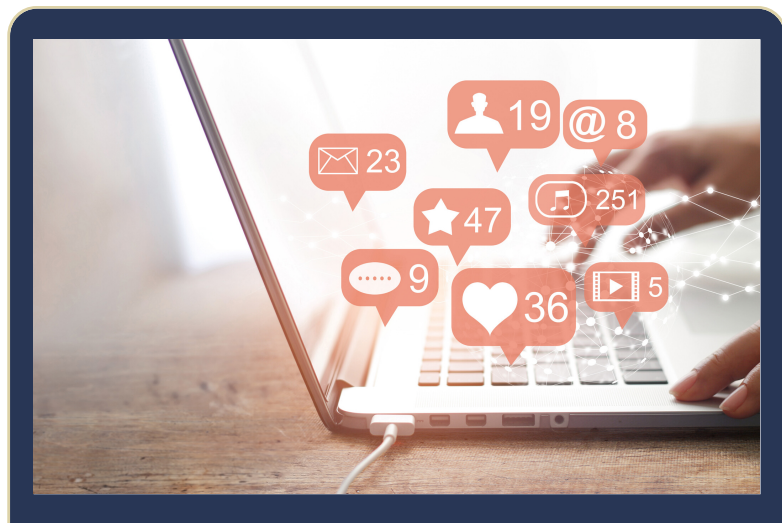
05 ROLES

Decide what your social media content needs to do. Who do you want to reach and what do you want them to believe about you or your business?

Here are some ideas:

- Authority - your expertise.
- Motivation: why you do what you do and what that means for your clients.

A jeweller who values originality might only create one-off designs, so that their clients are sure no-one else will have the same piece.



- Niche: you're an accountant who specialises in serving photographers, so you understand their expenses.
- Action: what do you want them to do: sign up to your email list, book a 30-minute explore call or buy an item.

SOCIAL MEDIA STRATEGY

My social media strategy is to reach

and have them believe

I'm going to reach them on the following platforms

I will allocate _____ (time) per month/week in
content creation, scheduling and engagement.

This content is to support my business goals of:
