

# Four Steps of an EFFECTIVE & SUSTAINABLE Social Media Strategy



## PERFORM AUDIENCE ANALYSIS

Understanding who your target audiences are and what platforms they're on is the essential first step toward developing a strategy. Defining your key audiences requires you to look at the social media activity of your best customers and those most like them in terms of age, gender and interests, to determine what kind of content they want or need.



## DEVELOP A BLUEPRINT

Consider what kind of content you already have accessible. Photos? Videos? Blogs? Advertisements? Ask yourself what you're reasonably able to develop, given the demands of your business. Then, map out your posts using a content calendar. Use variety.



## IDENTIFY MECHANICS

Managing a business page requires organization, communication and consistency. You should identify who will do the posting, the process and frequency of posts and the ways to manage it all. Will you use a spreadsheet in Google drive or social media scheduling tools? Keeping a consistent voice is important, so if multiple people are posting, communication and collaboration is key.



## REVIEW AND ANALYZE

What is your return on investment? Are your posts driving leads? Tracking your posts' engagement enables you to formally assess what is working and what isn't. It allows you to consider different factors that lead to strong performance, such as the type of content, the day/time of the post and the difference across platforms.