

SOCIAL MEDIA MARKETING PLAN

FILL OUT QUESTIONS TO FIND
YOUR MARKETING PLAN.

1. Who is my target audience?

PERSONAL INSIGHTS (i.e. Working mom)

TOP 3 PROBLEMS (i.e. Not enough time in the day)

TOP 3 GOALS (i.e. Have systems in place to make systems easier.)

COMMON OBJECTIONS (i.e. What if a solution takes time to implement and doesn't work?)

2. What platform should I use?

INSTAGRAM

FACEBOOK

TWITTER

SNAPCHAT

YOUTUBE

TIK TOK

OTHER _____

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3. How do I want to be seen?

WHAT IS MY COLOR PALETTE (i.e. Warm, Cool, Bright, Dark, Primary, Complimentary, etc.)

WHAT IS/ARE MY FONT(S) (i.e. Serif, Sans Serif, Script, Handwritten, etc.)

WHAT KIND OF IMAGERY WILL I USE?
(i.e. Lifestyle, Action, Detail, Portraits, etc.)

WHAT TONE WILL I USE (i.e. Approachable, Casual, Professional, Formal, Bold, etc.)

4. How do I best interact with my audience?

HOW DO MY COMPETITORS
ENGAGE ONLINE?

WHAT TYPES OF POSTS WILL I USE? (Images, Videos, Polls, Stories, etc.)