



## Social Media Strategic Plan & Evaluation

### General Information

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Company \_\_\_\_\_ Target Market: \_\_\_\_\_  
Industry: \_\_\_\_\_

### Social Media Strategic Plan Worksheet

#### General Review:

- What are your main business objectives/goals?
- What is your main product or service offering?
- How do you generate revenue?
- Define your Target Market/s? i.e. Title, Gender, Age, Hobbies, Interests, etc.
- What are the biggest issues, concerns, challenges facing your target market?
- How do you solve your markets issues, concerns, challenges?
- How can LinkedIn help you solve these issues, concerns, challenges?
- How can Facebook help you solve these issues, concerns, challenges?
- How can Twitter help you solve these issues, concerns, challenges?
- How can YouTube help you solve these issues, concerns, challenges?
- How can Social Media help you solve these issues, concerns, challenges?

### Discovery

#### Identifying Risks

- What are the implications of having all our company employees engaged in Social Media?
- Who owns employee profiles?
- How much time, effort & money is involved?
- How much human capital, time, money and resources will we need?
- What if something negative about our brand goes viral? How will we know? How do we respond?
- What security risks are opened up to our executive team and company as a whole?

#### Identifying Opportunities

- How large of a market do we have on LinkedIn, Facebook, Twitter, YouTube, or other social networks?
- How much competition is already present? Are they prominent?
- Can I be number one, two or three in this category?
- Is there a niche I can own vs. the larger category?
- What areas of our company can social best benefit? i.e. speaking opp's, book sales, products, hiring assistants, PR, etc...
- What unique value proposition do we/I bring to this market? Is it being offered? Who are my top 5 perceived competitors?
- How much competition is there in the LinkedIn groups, Facebook Pages, and Private Communities for my target market?
- How difficult is my market to reach on LinkedIn, Facebook, Twitter, YouTube, other social networks?



## The Strategic Plan

### The Need | Problem

- What is the problem I need solved which Social Media can provide a viable solution?

### Objective with Social Media

- What are the viable solutions Social Media provides my company/brand?

### Strategic Overview

- What is the thirty thousand foot view of the plan?
- What is the “Voice” we are using? Professional, Social, a blend?
- Who is involved with fulfillment and strategy oversight?
- Which target markets are we attracting into the Marketing Funnel?
- What content is needed to achieve “inbound leads”?
- Describe your future online social community? Why it’s valuable to your market? How you will grow it?
- Describe the Marketing Funnel: How will you create Trust, Credibility & Eliminate your markets risk of hiring you?
- Describe the Product/Purchase Path: How will your prospects experience you once they are ready to buy? i.e. eBook, Book, Products, Services, Workshops, Training, Consulting, etc...

### Goals | Objectives | ROI

- What are the KPI’s (key performance indicators) for Social Media? What company goals will it help solve and what is the estimated ROI?

### Procedures | Scope of Work

- What is involved with completing the project?
- Can we launch in stages to align with budgetary needs?

### Key Personnel

- Who manages this internally?
- What external resources are needed? i.e. Consultants, Training, etc...

### Time Table

- What are the milestones? How soon can the foundation be complete? When can marketing launch for ROI efforts?

### Budget

- How much does it all cost in Time, Money, Resources, and/or People?