

Social Media Marketing Strategy in 7 Easy Steps



1

UP YOUR CURRENT PRESENCE

Make sure your display picture, cover photo, bio and website are updated on the networks relevant to your target audience.

Analyze the performances of your posts by identifying the type of posts that are working well.



2

CONCEPTUALIZE YOUR TARGET CUSTOMERS

Square in on your customers' demographics - Age, gender, location, occupation, and such.

Use an approximation of real world data and facts to portray a typical customer.



3

RESEARCH YOUR COMPETITION

See what they are doing (and not doing). Spot gaps in their strategies and improvise.

Use a social media tool to monitor your competitors' activities.



4

SET SOCIAL MEDIA MARKETING GOALS

Create a mission statement— a one-line summary of what you hope to achieve.

Keep your eyes on factors like follower count, leads generated and engagement rates.



5

INVEST IN AN SMM TOOL

Most brands use these things called social media marketing tools, it makes their jobs much easier.

Boost to your productivity—track key metrics and stay on top of your social media.



6

CREATE AND CURATE CONTENT

Post diverse content suited to the network you're using.

Create original content like videos, blog posts, podcasts, ebooks, email courses.



7

MEASURE YOUR SUCCESS

Use statistics to evaluate your strategy, identify what's working and what isn't.

Rebrand yourself and alter your social media strategy according to the everchanging social media landscape.

How To Develop A Social Media Strategy In Easy Steps

Lon Safko



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