**SOCIAL MEDIA MARKETING JUMPSTART GUIDE**

Answer the following 12 questions as detailed and ‘honestly’ as possible. At the end of the exercise, you should have a clear plan to jumpstart your social media marketing.

* Use this guide with the other documents in this toolkit.
* If you have any questions or need for assistance, send an email to contacts@enablegrowthconsult.com.

|  |  |
| --- | --- |
| Questions | Your Answers |
| 1. What are your goals/objectives? Clearly define what you want to achieve through your social media marketing efforts. Examples include increasing brand awareness, generating leads, or driving website traffic. |  |
| 1. Who are your customers/audience? Conduct research to understand who your target customer/audience is, where they spend their time online, and what type of content they engage with. |  |
| 1. Which platforms should you be on? Choose the social media platforms that your target audience/customer is most active on. It's not necessary to be on every platform, focus on the ones that will give you the best results. |  |
| 1. What is your content strategy? Develop a content strategy that aligns with your goals and appeals to your target audience/customer. Have clear content pillars/buckets. |  |
| 1. Do you have a content calendar? social media is fun when it’s spontaneous. But to win, you need to have a content plan. Plan out your content in advance by creating a content calendar. This will help you ensure a consistent posting schedule and keep your efforts organized. |  |
| 1. How are you creating and sharing content? Create, package and share your content in the right formats; a mix of text, images, videos, and infographics, on the right platforms. Include some User Generated Content (UGC) whenever possible. |  |
| 1. Are you actively engaging with your audience? Respond to comments, messages and reviews in a timely manner. Engage with your audience to build a community around your brand. |  |
| 1. Are you active in your DM? Use your DM and messaging Apps like Messenger and WhatsApp to one-on-one with customers and followers. |  |
| 1. Are you making use of analytics? Use analytics tools to track your progress, measure the success of your campaigns, and make data-driven decisions. |  |
| 1. Are you running the right social media Ads? Social media offers objectives-based advertising. Use paid advertising to reach a larger audience, increase brand awareness, increase video views, generate leads, drive website traffic etc. |  |
| 1. Are you collaborating with the right partners and stakeholders? Collaborate with the right influencers, brand ambassadors, loyal customers and other brands to reach new audiences and increase your visibility. |  |
| 1. Are you continuously testing, monitoring and measuring to optimize performance? Continuously test different tactics and strategies to see what works best for your business, and optimize your efforts accordingly. Also, engage in active listening and monitoring to stay ahead of the game. |  |