

30-Day Social Media Marketing Strategy

Creating a social media marketing strategy can be hard work! Especially when you're not sure where to even begin. If you're stuck trying to figure out how to create a strategy that actually **works**, we have broken down what you need to do to make your next social media strategy a success in 30 days.

Week 1				
Day 1 Figure out your goals	Day 2 Define your successes	Day 3 List out any possible challenges	Day 4 Brainstorm how you can figure out these challenges	Day 5 Discover your competition
Week 2				
Day 6 Figure out your strengths and weaknesses	Day 7 Audit your content	Day 8 Figure out your keywords/ content pillars	Day 9 Brand voice	Day 10 Optimize your social media
Week 3				
Day 11 Check your demographics	Day 12 Figure out who you want to reach	Day 13 Figure out what your audience wants	Day 14 Research what your competitors are doing	Day 15 Choose your social media channels
Week 4				
Day 16 Figure out a posting schedule	Day 17 Figure out what type of content you'll be creating (video, photos, etc)	Day 18 Come up with content ideas	Day 19 Figure out what you need to create the content	Day 20 Create the content
Week 5				
Day 21 Optimize your content	Day 22 Figure out captions	Day 23 Find your Hashtags	Day 24 Schedule out your content to ensure best times to post	Day 25 Boost your content if needed through paid ads
Week 6				
Day 26 Engage with your followers	Day 27 Track your analytics	Day 28 Compare your results to goals	Day 29 Create a detailed report	Day 30 Adjust your strategy if needed