Prompt: Please write an informative essay on "How to Create A Social Media Marketing Plan"

A social media marketing plan is implemented to maximize the growth and efficiency of a social media account, to either support a business, a brand, or a personality. A well utilized social media account not only grows steadily or exponentially, but also connects the user(s) with other like-minded users, but also can be used to influence a number of people in a positive way. I will tell you how to create and implement such a plan to benefit your social media.

First, in order to start, define what your goals are for this social media account. Do you just want a large following, or do you want to network with others who have similar goals or interests as you, etc.? Define what your expectations are for your account so that way during the journey to growing your presence, you have a clear objective in mind, and will help ensure you never lose track of purpose. After defining the end goal or a major goal, create a list of smaller goals you wish to accomplish that would/ could be accomplished along the way to reaching that larger goal. Doing this will also help keep you on track and give you smaller incentives to keep you working towards the end goal. These smaller goals could be earning a certain number of followers or gaining certain supporters. Although these are partially out of your control but are largely influenced by things that are within your control.

Secondly, once you define your goals, visualize the best path towards achieving them. For example, let’s say you want to be a well-known potter, who makes the best pottery and wants to find more customers by creating a social media account, such as an Instagram. Most likely you would want to start by sharing your products, along with following other people who are interested in pottery. Doing this will begin your network with other similarly motivated individuals and will be the start of your pottery network. Also, improving your products might be a wise decision, because there is always room for improvement. Taking pottery classes or learning a new technique might be helpful. Stepping out of your comfort zone might also open you to other networks that might be interested in what you do as well, such as interacting with people who make sketch art, and collaborating with them to make content for your pottery store, such as a particularly detailed vase. Tagging and interacting with them and their followers would not only boost your following, but adds to your network, which can be used in many ways. Along with collaborating with other growing influencers, taking advantage of trends can also be used to improve your social media following. For example, let’s say that everyone is interested in corgi puppies for whatever reason. Making a corgi designed mug and adding the hashtag would attract people who may not be necessarily interested in pottery, but are interested in corgis to follow you, and grow their interest in pottery as well. This is a great way to expand your pottery network beyond those who are solely or partially interested in pottery, to those who may not have been interested in it at all.

Lastly, in order to maximize the potential of your account, you will want to interact with people. This includes replying to comments people may make underneath your photos or videos, responding to direct messages and the like. This shows your supporters that you do care for their interest in you, but you also took the time to respond to them, which can create an amicable relationship with followers that will drive them to continue to follow you and see what you may produce later down the road. Also interacting with other influencers who may not even know what pottery is, may be useful, because even if you may not desire to collaborate with them, it expands your own knowledge of other people, which expands your network, and they may put you in contact with others who you didn’t know before, but may be interested in pottery as well.

A social media marketing plan is not the easiest thing to create, nor execute well, but when done right, ensures the maximum growth and efficiency of your desired social media account. This plan will not only keep you motivated along the way to your main goal, but help you accomplish goals you may not even know you had.