

# SOCIAL MEDIA MARKETING TEMPLATE



# STEP 1: DEFINE SOCIAL MEDIA MARKETING OBJECTIVES

Good social media marketing strategies start with well-defined objectives. So before getting into the details of activities, channels and content, set goals for your social media strategy. Not only will doing so keep you focused, it will also allow you to track the impact and success of your social media marketing strategy.

OBJECTIVE	GOALS	KPIs
<i>Drive website traffic</i>	<i>Increase sessions from social sources by 25%</i>	<i>Sessions</i>

## STEP 2: COMPETITOR RESEARCH

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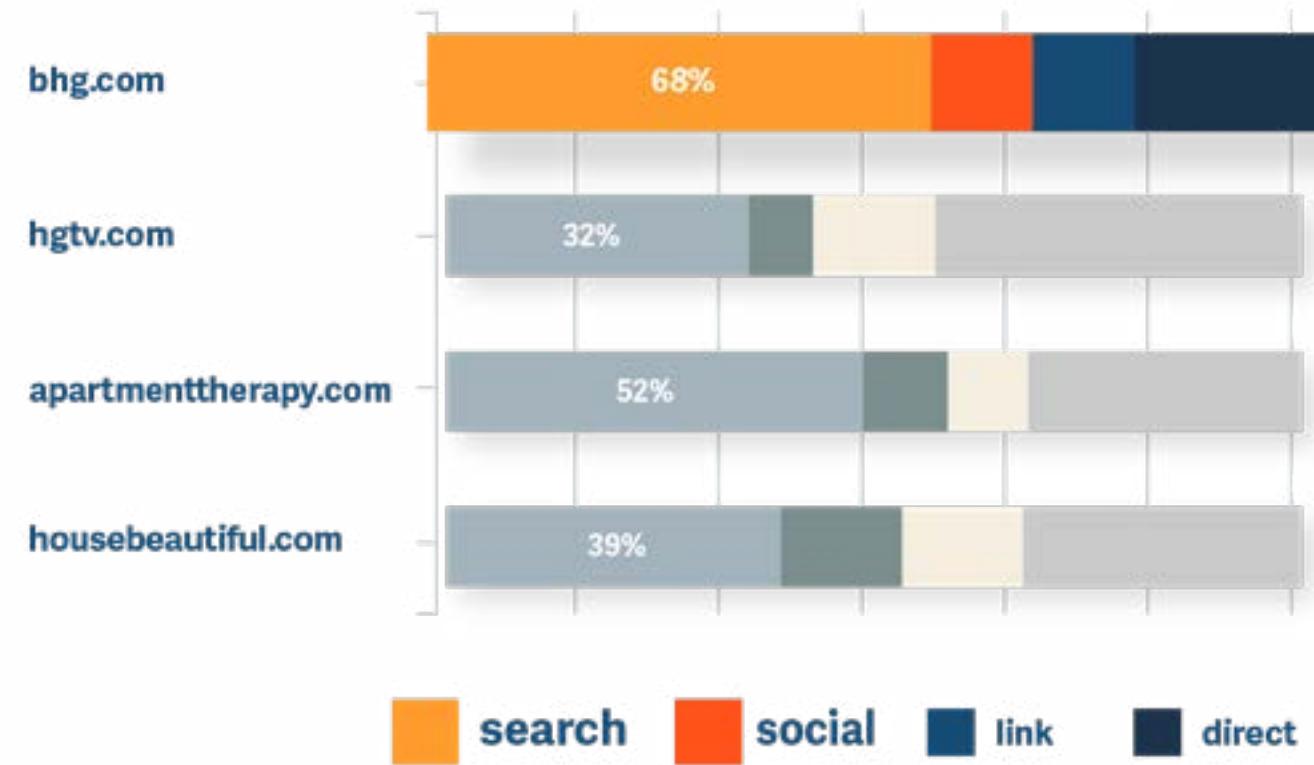
Competition on social media is fierce. You'll want to understand what your competitors are doing so that you can:

1. Identify hidden opportunities: where are your competitors lacking a social presence?
2. See what's already working for businesses in your space: where are your competitors seeing the most engagement?

If your direct competitors don't have an active social presence, consider other players in your space that target a similar audience.

COMPETITOR	% TRAFFIC FROM SOCIAL	MOST ACTIVE PLATFORMS	LEAST ACTIVE PLATFORMS	SOCIAL ADVERTISING PLATFORMS
Rothys.com	16.8%	<i>Facebook</i> <i>Instagram</i> <i>Pinterest</i>	<i>Quora</i> <i>Reddit</i>	<i>Facebook</i> <i>Instagram</i>

**Pro tip:** Run your competitors' sites through the [Site Comparisons tool](#) in your Alexa account to see traffic sources, including search traffic and social traffic.



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## STEP 3: AUDIENCE RESEARCH

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Next, you'll define your own target channels. First, make sure you understand your own audience, where they are most engaged, and where your audience most closely matches your buyer personas. (Check out our [buyer persona template](#).)

If your brand is already active on social media, start with identifying audience demographics and interests in your top platforms.

Social Network	Follower count	Audience demographics, including: gender and age breakdown, interests, job function, income, etc.
Facebook	14.6K	<i>Male: 9%, Female: 91%</i> <i>Top age groups: 18-24, 25-34</i>
Facebook		
Twitter		
Instagram		
LinkedIn		

## STEP 4: AUDIT CURRENT SOCIAL MEDIA SUCCESS

Take the [audience analysis](#) a step further with a full social media audit. Determine what posts are generating engagement and what's getting shared. See if you can identify trends for successful posts.

SOCIAL NETWORK	POST WITH MOST ENGAGEMENT	SUCCESSFUL POST ATTRIBUTES	REFERRAL TRAFFIC FOR SOCIAL NETWORK
Facebook	<i>"Get an exclusive first look at our new collection on Monday at 4pm PST on Facebook live. Post your questions below!"</i>	<i>Product launches Listicles Questions</i>	<i>Avg 300 visits / month last 6 months</i>

## STEP 5: SOCIAL MEDIA ACTION PLAN

Here's where you'll set your social media plan based on your research and audits above. List out the social networks you will invest time into—remember not to spread yourself too thin.

NETWORK	POSTING SCHEDULE	TYPE OF CONTENT	MAIN KPIs
Facebook	3/week	<i>Product launches</i> <i>Blog posts</i> <i>Videos</i>	<i>Facebook referral traffic</i>