Digital Marketing

Creating a Social Media Strategy:

Setting goals and objectives,

Identifying target audiences on social media.

Introduction

- Creating a social media strategy starts with
  - **setting clear goals and objectives**, followed by
  - **identifying your target audience.**

Setting Goals & Objectives

- Your goals are the **backbone** of your strategy—they give you **direction** and a way to **measure** success.

- These should **align** with your broader **purpose**, whether it's for a business, personal brand, or organization.

- Objectives are the **specific**, **measurable** steps to reach those goals.

Setting Goals & Objectives

Example 1: Small Business (Coffee Shop)

Goal: Increase foot traffic to the shop.

Objective: Boost local awareness by **gaining** 500 new Instagram followers from the surrounding area within **3 months** and drive **50 in-store visits** via a **social media coupon campaign.**

●This is **specific** (500 followers, 50 visits), **measurable** (you can track it), and tied to the **bigger goal** of more customers.

Setting Goals & Objectives

Example 2: Personal Brand (Fitness Coach)

Goal: Establish authority in the fitness space.

Objective: Post 3 weekly workout tips on **X** and grow engagement (likes, retweets, comments) by 20% each month for 6 months.

- Here, the focus is on **consistent content** to build **credibility**, with a **clear metric** to gauge progress.

Setting Goals & Objectives

Example 3: Nonprofit (Animal Rescue)

Goal: Raise funds for operations.

Objective: Launch a Facebook **fundraiser** aiming to raise $5,000 in 30 days, using 10 emotional **storytelling** posts about **rescued animals.**

.The goal is **fundraising**, and the objective ties it to a **dollar amount** and a **content plan**.

Setting Goals & Objectives

- The key is to make **goals broad but inspiring**, and

- objectives **SMART** (Specific, Measurable, Achievable, Relevant, Time-bound).

Identifying Target Audiences on Social Media

- Once you've got your goals, you need to know who you're talking to.

- Your **target audience** isn't "everyone"—it's a specific group whose interests, behaviors, and needs match what you're offering.

- Social media platforms give **clues** about who's active where, so you **tailor** your approach.

Identifying Target Audiences on Social Media

Example 1: Coffee Shop

•Target Audience:

–Local coffee lovers, aged 18-35, who value quality brews and cozy vibes.

–They're likely on Instagram scrolling for aesthetic café pics or on X chatting about their morning caffeine fix.

•Why it works: You'd post latte art pics on Instagram or jump into X conversations about "**best coffee spots**" to connect with them organically.

Example 2: Fitness Coach

- **Target Audience:**

– Busy professionals, aged 25-45, seeking quick, effective workouts.

– They're on LinkedIn for career stuff but also X for fast tips and motivation.

- **Why it works:** Short, punchy workout threads on X or success stories on LinkedIn hit their **pain points—time scarcity and self-improvement**.

Example 3: Animal Rescue

- **Target Audience:**

– Animal lovers, aged 30-55, often women, who donate to causes.

– They're big on Facebook for community groups and Instagram for heartwarming visuals.

- **Why it works**: Before-and-after **rescue photos** on Instagram or detailed **adoption stories** on Facebook tap into their empathy and willingness to give.

Identifying Target Audiences on Social Media

- To nail this, think about **demographics** (age, gender, location), **interests** (what they care about), and **platform habits** (where they hang out).

- You can **refine** this by watching who engages with your posts over time—say, if younger folks like your coffee shop's TikTok challenges, lean into that.

Bringing it together

.Let's say you're the coffee shop owner. Your strategy might look like:

.Goal: Increase foot traffic.

.Objective:

–Gain 500 local followers and 50 coupon redemptions in 3 months.

.Target Audience:

–18-35-year-old coffee fans nearby, active on Instagram.

Bringing it together

Let's say you're the fitness coach. Your strategy might look like:

- **Goal: Build authority.**

- **Objective:**
  – 20% engagement growth monthly for 6 months.

- **Target Audience:**
  – 25-45-year-old professionals on X.

- **Plan:**
  – Tweet 3 weekly workout hacks with a call-to-action

Conclusion

- It's all about **connecting the dots**—your goals point you somewhere, your audience tells you who's along for the ride, and the platforms shape how you reach them.

- Start small, track what works, and adjust as you go!