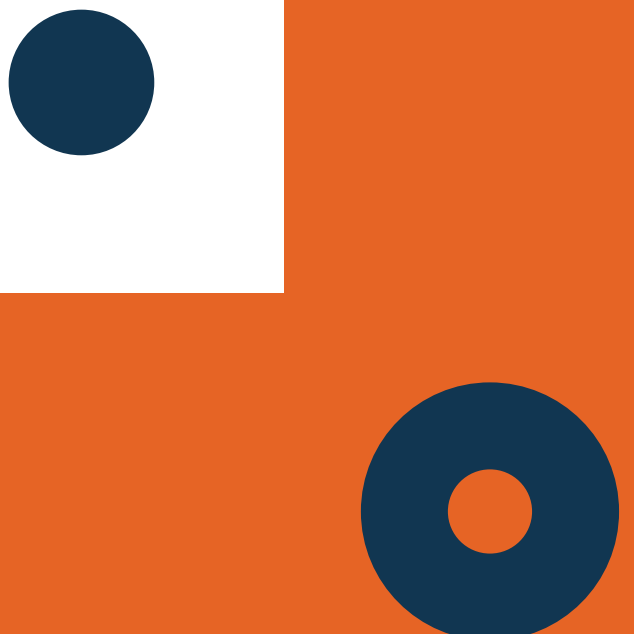




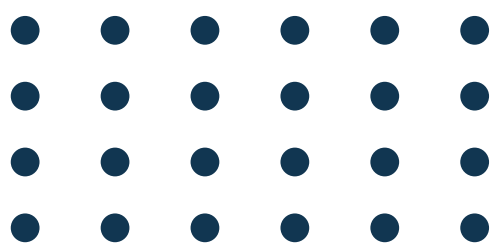
Strategy

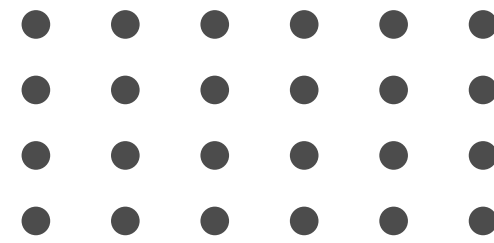
- Define Clear Goals**
 - Put and track KPIs**
 - Focus on the right platforms**
 - Create a buyer persona list**
- 

SOCIAL MEDIA MARKETING CHECKLIST

Content

- ✓ **Complete your profile on platforms**
- ✓ **Create a content bank and calendar**
- ✓ **Experiment with new content types**
- ✓ **Collect a list of hashtags**
- ✓ **Save time with content templates**





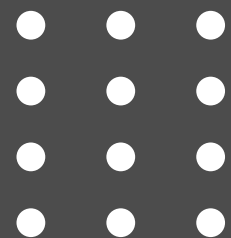
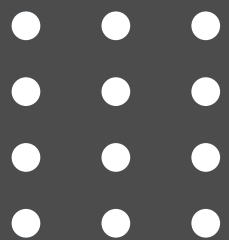
Distribution

- Post when your audience is active**
- Repurpose your best content**
- Collaborate with experts and influencers**
- Motivate employees to share branded content**
- Boost the best posts**



Community

- ✓ Monitor your brands mentions
- ✓ Take part in industry discussions
- ✓ Reply to comments and DMs
- ✓ Motivate followers to create UGC
- ✓ Discuss trendy topics





Analytics

- Track competitors' winning strategies**
- Track engagement and follower growth**
- Review results to adjust the strategy**

