

Social Media - Week 2:

Social Media Strategy

Focus: In this video we are going to get clear on exactly what we want our social media channels to do and create a strategy to help us do that.

Common problems/mistakes:

- Some entrepreneurs do not understand the business benefits of social media;
- Very few have any objectives and a strategy in place;
- Lack focus and direction.

Why is it important:

- Helps us to understand the function and value each bring;
- Improves our ability to attract the right customers;
- Enables us to create targeted and valuable content.

How to do it well?

Screen Share:

- Social media objectives;
- Social media strategy.

Template/checklist:

- Social media objectives template;
- Social media strategy template.

Tips for success:

- Be clear on what you want to achieve from each social media platform;
- Define your objectives and create a strategy for each one;
- Review and reassess your strategy quarterly.

Task:

Use the templates provided to build your own easy-to-follow, simple step sales strategy.