

4 Step

Social Media Checklist

Ensure your social media posts drive results

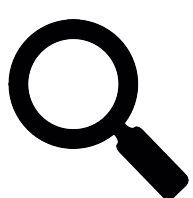
Whether you're a marketing guru or a small business with its first business profile, follow this social media marketing checklist as you navigate the beast that is social media. May your tweets bring you lots of clicks!



Assess Your Goals

- Ensure your social goals ladder up to your broader business objective
- Map out your success metrics (i.e. clicks, increased # followers, engagement)
- Prospects likely won't convert on social, so know where you're leading them

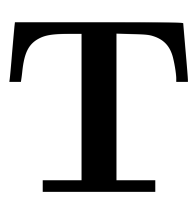
1



Research Your Audience

- Survey your customers to know if they use social media and if so, which platform
- #Hashtag research: use LinkedIn, Facebook or Twitter's own search feature for the #followers)
- Look for influencers in your subject areas to increase your number of impressions

2



Develop Your Content

- Curate content that would be meaningful and helpful to your audience
- Be active and post regularly with consistent messaging
- Automate where you can by using scheduling tools

3



Check The Numbers

- Take a look at what's working with analytics tools (i.e. Hootsuite, SproutSocial, Buffer)
- Ensure links you publish have a tracking code so you can track back new site visits
- Vary the time of day you post and test out content where you can

4