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SOCIAL MEDIA MARKETING STRATEGY

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Strategic Social Media Marketing Framework

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01 EXECUTIVE SUMMARY

1. EXECUTIVE SUMMARY  *Synopsis of your social media marketing plan.*

02 BRAND IDENTITY

- 2.1. IDENTITY
- 2.2. MISSION
- 2.3. VISION
- 2.4. VALUES
- 2.5. UNIQUE VALUE PROPOSITION AND POSITIONING STATEMENT



The personality of your business and promise to your customers.

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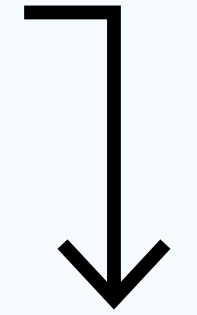
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03 SOCIAL MEDIA MARKETING GOALS THAT ALIGN TO BUSINESS OBJECTIVES

3.1. S.M.A.R.T GOALS

3.2. MEANINGFUL METRICS



*Your goals must be
specific, measurable,
attainable, relevant, and
time-bound.*

04 TARGET AUDIENCE

4. AUDIENCE



*Know your fans, followers and
clients. Creation of "buyer
personas".*

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05 COMPETITIVE ANALYSIS

- 5.1. COMPETITIVE ANALYSIS - COMPETITORS
- 5.2. SWOT

A competitive analysis allows you to understand who the competition is and what they're doing well (and not so well).

06 SOCIAL MEDIA MARKETING STRATEGY

- 6.1. SOCIAL MEDIA AUDIT
- 6.2. SOCIAL MEDIA TACTICS
- 6.3. SOCIAL MEDIA CONTENT
- 6.4. ACTIONS

Generation, review and selection of tactics to achieve strategic objectives.

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07 CONTROL

7.1. PERFORMANCE METRICS

7.2. EVALUATION, CORRECTION AND
IMPLEMENTATION



*Control systems that let you know
whether you are on target to achieve
the goals you set earlier.*



**BE CREATIVE
BE SOCIAL**

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