



CREATIVISOCIAL

# SOCIAL MEDIA MARKETING STRATEGY

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## Strategic Social Media Marketing Framework

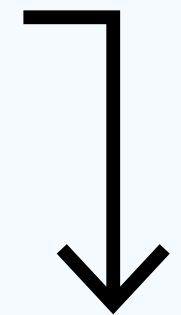
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### 01 EXECUTIVE SUMMARY

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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### 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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