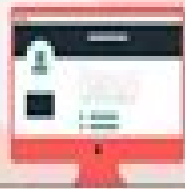


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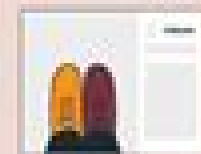
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Ask yourself tough questions to keep your strategy focused: what's working and what's not? Can I use this account to help achieve my goals? Which networks does my target audience use?



Choose marketing goals that align to business objective

Each of your goals should be: Specific, Measurable, Attainable, Relevant and Time-bound



Know your competition

A competitive analysis allows you to understand what they're doing well and not. You'll get a good image of what's expected in your industry, which will help you set social media targets



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