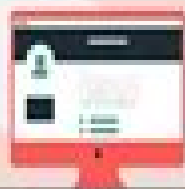


HOW TO DEVELOP A SOCIAL MEDIA STRATEGY STEP BY STEP ?



Learn everything you can about your audience

Knowing who your audience is and their needs is key. That way you can create content that they will like and share. Age, location, interests, average income...



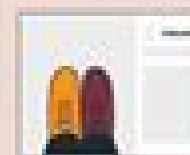
Do a social media audit

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



How We Profit From Social Media A Social Strategy

Michael Brown



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