

Steps to create a social media marketing strategy

This slide provides an overview of the process to be followed by nonprofit organizations to build a successful strategy. The steps covered are: determining goals, selecting channels, engaging audiences and tracking metrics.

01

Determine goals

- Identify objectives to be achieved, such as:
 - Fundraising
 - Volunteer recruitment
 - Donor recognition
 - Provide information about the cause
- Add text here

02

Select channel

- Determine platforms where the target market is more active with the help of tools such as:
 - BuzzSumo
- Choose a channel to promote the cause such as:
 - Instagram
 - Facebook
- Add text here

03

Create content strategy

- Consider factors while creating a strategy such as:
 - Tone of the content
 - Frequency pattern of the word
 - Audience behaviour on social media regarding non-profit content
 - Social problems to be solved
- Add text here

04

Engage audience

- Increase ROI by effective engagement with the audience
- Encourage the audience to:
 - Speak
 - Listen
 - Share
- Add text here

05

Track metrics

- Assess and measure performance metrics such as:
 - Conversion
 - Inbound links
- Add text here
- Add text here



How We Profit From Social Media A Social Strategy

Joacim Rocklöv



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