

CREATING GOALS

Creating a social media marketing goal involves several steps. Here's a general outline of the process:

Identify your business objectives: Your social media marketing goals should align with your broader business objectives. Consider what your business aims to achieve in the short and long term. For example, you might want to increase sales, generate leads, improve brand awareness, or enhance customer engagement.

Determine your target audience: Define who your target audience is, including demographics, interests, behaviors, and pain points. Knowing your audience will help you tailor your social media messaging and tactics to better connect with them.

Conduct a social media audit: Take a close look at your existing social media presence and performance. Evaluate your current social media channels, content, and metrics to identify what's working and what's not.

Set specific, measurable, attainable, relevant, and time-bound (SMART) goals: Use the information you've gathered to set SMART goals that align with your business objectives. For example, you might set a goal to increase website traffic by 20% in the next three months, or to generate 50 new leads through social media in the next quarter.

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Develop a strategy: Once you have your goals in place, develop a social media marketing strategy that outlines the tactics you'll use to achieve them. This may include the social media channels you'll focus on, the content you'll create, the messaging you'll use, and the metrics you'll track.

Implement and monitor: Put your strategy into action, creating and sharing content that aligns with your goals and resonates with your target audience. Continuously monitor your social media metrics to gauge your progress and adjust your strategy as needed.

Evaluate and optimize: Regularly evaluate your social media performance against your goals, and make adjustments to your strategy and tactics to optimize your results. Use the insights you gain to inform future social media marketing efforts.

Examples:

Enhance customer engagement: This can be done by engaging in conversations, responding to comments and messages, or hosting Q&A sessions.

Generate leads: If your goal is to generate more leads, you can do this by encouraging users to fill out forms, download content, or request more information.

S O C I A L M E D I A A U D I T

Conduct a social media audit at regular intervals

The goal of a social media audit is to identify areas for improvement and help you make more informed decisions about how to best use social media to achieve your business objectives.

- **Define the goals and objectives:** Identify the specific business goals and objectives that the organization hopes to achieve through its social media presence.
- **Inventory and evaluation of social media accounts:** This step involves identifying all of the organization's social media accounts and evaluating their effectiveness in terms of metrics such as follower count, engagement rate, and content performance.
- **Competitive analysis:** Analyze the social media presence of the organization's competitors and identify any best practices or areas for improvement.
- **Auditing the content:** Review the organization's content across all social media platforms and identify any inconsistencies, gaps, or opportunities for improvement. This includes branding and style.
- **Identifying key metrics:** Identify and track key metrics that are important to the organization's goals, such as engagement rates, click-through rates, or conversion rates.
- **Creating a report:** Compile all of the data and information gathered during the audit into a report that includes actionable recommendations for improvement.
- **Implementing action plan:** Create an action plan based on the recommendations of the social media audit and start implementing the changes. This is where the planner can be a great help.
- **Review and monitoring:** Keep monitoring the key metrics and review the progress of the action plan, making adjustments as necessary.

POPULAR TOOLS

Here are some free social media tools that businesses and can use:

Hootsuite: A social media management platform that allows users to manage and schedule posts across multiple social media channels.

Buffer: A social media management tool that helps users schedule and publish content, track analytics, and engage with followers.

Canva: A graphic design tool that offers templates and design elements for creating social media posts, banners, and ads.

Google Analytics: A web analytics tool that provides insights into website traffic, user behavior, and conversion rates.

Facebook. Twitter & Instagram Insights: A free analytics tool for each network that provides data on audience engagement, reach, and demographics. Only works for Facebook & Instagram Business Profiles.

Mention: A social media monitoring tool that allows users to track brand mentions, keywords, and hashtags across multiple social media channels.

Bitly: A link shortening and tracking tool that allows users to track clicks and engagement with their shared links on social media.