

LET'S START WITH A CHECKLIST

	Yes	No
1. You own a website		
2. You have created a Landing Page for your offer		
3. You constantly update your website every month		
4. You have a Facebook Business Page		
5. You have a Twitter Profile		
6. You have a LinkedIn Business Page		
7. You have an Instagram Business Profile		
8. You have a YouTube Channel		
9. You have a Pinterest Channel		
10. You have a Podcast		
11. You have a closed group/community (fb group, telegram etc.)		
12. You have Tik Tok account		
13. You use WhatsApp for Business		
14. You are an active Quora user		
15. You have a blog		
16. You post minimum of 1 blog post per week		
17. You post periodically on Facebook (3 post/7stories)		
18. You post periodically on Instagram (3 post/7stories)		
19. You tweet periodically (30-50 tweets a month)		
20. You post on LinkedIn (at least once every fortnight)		
21. You engage with your audience on WhatsApp regularly		

22. You record podcasts regularly		
23. You listen to what people say on Social (Listening tools) and respond - CRM		
24. You have at-least 4 videos about your brand on YouTube		
25. You ask people to subscribe to your email newsletter or a free give away when they visit your website		
26. You have minimum of 500 subscribers		
27. You boost your post on Facebook every time you post a Facebook post		
28. You have built custom audience on Facebook (Both email & website visitors)		
29. You strategize your company's social media presence every month		
30. You create a content bucket in advance		
31. You pin every image of your website/ blog on Pinterest		
32. You use minimum of 5 hashtags when you post a photo on Instagram		
33. You have tested Facebook Lead Generation Advertisements / Conversion		
34. You have tested LinkedIn Lead Generation Advertisements		
35. Have you automated your Lead Generation to email marketing tools?		
36. Have you run any campaign or contest for your brand?		
37. Are you trying to connect your offline initiatives to online?		
38. Have you added pixels to your website in order to retarget your audience?		

DEFINE YOUR SOCIAL MEDIA OBJECTIVE

Social Media plays a very crucial role in the following parameters defined. You might have many objectives to use Social Media. So, you can put things in the priority below. You can prioritize just one or two and number them on the basis of 1 to 9

INCREASE SALES	CREATE BRAND AWARENESS	ENGAGE AUDIENCE
GENERATE LEADS	MARKET EVENTS	PROMOTE PARTICULAR CAMPAIGN
CREATE EMPLOYER BRANDING	BUILD A COMMUNITY	CUSTOMER SERVICE

SKILL SET REQUIRED

Rate from 1 to 10, 1 is poor & 10 is great

SKILL SET	1 TO 10
Graphic Designing Skills	
Web Development / WordPress Management Skills	
Landing Page Designing Skills	
Content + Copy Writing Skills	
Creative Thought Process Skills	
Online Advertising Skills - Running Paid Campaigns	

Analytical Skills	
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TOOLS MAKE YOUR LIFE EASIER

PURPOSE	TOOLS USED
For social proof of selling	
For sending push notifications	
For sending emails	
For designing landing pages	
For Scheduling your Social Media updates	
For helping you live chats	
For listening on Social Media	
For designing quick images	
For making quick videos	

TOP 5 COMPETITOR/RELATED BUSINESSES BENCHMARKING

Digital Marketing Intelligence must be developed based on what your competitors or related businesses are doing. Please note, not everything that they are doing is getting them results. However, it's important to keep an eye on what they are doing

	BUSINESS 1	BUSINESS 2	BUSINESS 3	BUSINESS 4	BUSINESS 5
Name					
No. Of Blog Posts					
Social Media Channels					
Total no of posts					
Campaigns					
Engagement Rate					

Paid Campaigns					
Hashtags used					
No. of followers					
Blog Topics					
Any Other					

DEFINE YOUR PRODUCT / SERVICES PERSONA

Building a distinct brand on Social Media is a challenge. It is important to have a clearly defined and unique positioning on media so that consumers know what are the values that your brand stands for

Product / Service Type	
What problem does the product solve?	
Price of the product / service? Low/Medium/High	
What's your irresistible offer?	
Is the product / service available online or offline?	
Product Buying Cycle - How often your consumers buy your product?	
Do you have enough customer testimonials?	
What are the values your brand stands for?	
If your brand/service was a person, who would it be and why?	

YOUR AUDIENCE'S DEMOGRAPHIC

Age Group	
Gender	
Location	
Language	
Relationship Status	
Parenting Status	

Job Titles	
Company Working For	
Mobile phones they use	
What are their interests (likes & dislikes)	

Use the below maze and add to your audience's persona. Let's later match this up with the Social Media tools

Fun Loving	Running a Family	Senior Management
Career Oriented	Expats / NRIs	Parents
Someone Celebrating Anniversary or Birthday	High Affinity Towards High End Products [Rich Segment]	Entertainment [Mass]
Small Business Owners	College Goers	Travelers / Foodies / Movie Buffs

CONTENT TYPE FOR SOCIAL

Categorizations of posts are very crucial. You now need to categorize your posts in the below maze

TYPE OF POSTS
Images
GIFs
Videos
Podcasts - Audios
Live Stream
eBooks
Blogs
Webinars

POSTS IDEAS

About Brand	Memes	Take a Poll	Welcome New Team Member
Quotes	Before After	Shout Outs	Important Upcoming Events
Infographics	Behind the Scenes	Milestones	Trending Hashtags
Client Testimonials	Contests	FAQs	Relevant user generated content
How to Guides	Fun Facts	Reviews	Relevant brand generated content
Checklist	Trending News	Polls	POV on social issues
Special Days	Quick Tips	Tag a Person	Personal Posts
Services	Fill in the Blanks	Round Ups	Best Sellers/ Best Posts, etc
Special Promos/ Offer	This or That	Festivals	Year that went by/ Month that went by

NEXT STEPS

Step 1 - Create a calendar for 1 month and decide on the frequency and type of post including post ideas that are most relevant for your business. You can choose to be on few or all platforms. Being present on multiple platforms, gives you a multiplier effect.

Sample Below

Month 1	Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Platform																																
Facebook																																
Instagram																																
Pinterest																																
Twitter																																
LinkedIn																																
Youtube																																
Any other platform																																

Step 2 - Get the post designed and resize it for all platforms

Step 3 - Schedule the post using scheduling tools

Spare some budget for boosting posts so that the posts can have a good engagement rate. Ideally park 20% of your budget for boosting posts and keeping your social channels alive.

Organic reach on platforms have almost died.

Don't forget to use popular hashtags

Paid Campaigns

To generate leads and sales, you will have to look at paid campaigns.

Partnerships

Look for partnerships where you can have other businesses/people sharing your posts.

Organic Share

Your posts must resonate with the audience. Try different post ideas. Don't just promote your product but give value to your audience by sharing helpful, informative, entertaining, inspiring, trending/current affair-based content. Your brands personality should remain intact even while you are trying different posts.