

SOCIAL MEDIA

PLANNER

BY JULIE HALL

THE SCHOOL *of*
MARKETING
simplifying marketing for small business

WWW.THESCHOOLOFMARKETING.NET

*Be a rainbow
in someone
else's cloud*

MAYA ANGELOU

SOCIAL MEDIA PLANNER

*Social Media isn't about planning a great brand ...
it's about acting as if you already have one.*

Welcome to The School of Marketing Social Media Planner. If you want a downloadable copy of this document, you can get it from our website www.theschoolofmarketing.net/socialplanner.

Social media is an important part of your marketing mix, but remember it is only one part. However, if it's going to be effective, you need to do it right.

In this planner we are going to work through what you need to do over the next 28 days to build a strong social media presence.

We will break it down into simple tasks that you can complete each week to grow your online presence.



JULIE HALL
founder

WHY SOCIAL MEDIA MATTERS

95% of customers expect a company to have a social media presence.
89% of them expect to be able to engage with the company online.

Social Media only works if you are present. As a marketing tool, it won't work if you just broadcast promotional material about your business and don't engage with your audience.

Social Media is a relationship tool first. It is a tool to share value with your audience, a tool to connect and have conversations with your customers and it is a tool to share your brand story, brand values and give them insight into who and what your business is beyond the corporate marketing speak.

When you are creating content for your social channel follow the 80/20 or 90/10 rule, where you add value 80% of the time and promote your brand and products 20% of the time. Always think; value first, selling second.

SOCIAL MEDIA CHANNELS

As long as you stay true to your brand, don't be afraid to take some risks with your marketing.

There is no doubt that it can be challenging as a small business owner to keep on top of developing a presence across multiple social media channels.

Our advice? Pick one. Choose one channel that you enjoy interacting and engaging on and double down on your effort on that channel. Once you have that mastered and have a strong following, move your energy to growing the second channel but make sure that you claim your social media handle* across all the channels first, so that it is available when you need it.

* Your social media handle is the @name that you use across the different channels - ideally it's best if you can have the same one across each channel, but don't worry about it too much if you aren't able to have the same name. Make sure you choose ones that are easy to spell and remember.

SECRETS OF SUCCESS

Don't worry if you don't find social media easy. You are not alone. It can be overwhelming, particularly if you are not a natural marketer. Here are some of our secrets to social media success:

Plan: Have a plan, do the thinking first and the actions become much easier.

Focus: Know what you are trying to achieve. It will help you to make the best choices.

Clarity: Who are you targeting and what do you want them to do? What is the purpose of your social media activity.

Consistency: Success will only happen if you show up every day. Consistent action will beat moments of genius every time.

Boldness & courage: Show up and be brave.

Emotional connection: Create content that makes people feel something.

Resilience: Success takes time, commit to showing up every day for at least 6 months.

SOCIAL MEDIA CHANNELS

These are the main channels that most businesses are on, but you might want to consider Pinterest, if you are a retailer and Snapchat if you are targeting a younger audience. YouTube can also be a powerful place to grow your audience though it's not technically a social channel.



INSTAGRAM

Instagram is great for businesses that have a strong visual element.

It is an inspirational lifestyle platform, giving you the chance to visually showcase your business.

You'll want to post daily and enjoy using the platform, engaging with other people's images, building relationships and creating your own great images.

Best for B2C or B2 small B audiences.



FACEBOOK

Facebook pages can still get great traction and be a good way to build a relationship with your audience and customers.

We would recommend that at the very least you create a basic page to showcase your business, but these days it often requires a financial investment via ads to grow your facebook audience. Groups, however can still grow organically.

Best for B2C or B2 small B audiences.



TWITTER

Ignore the rumours, Twitter is alive and well ... and growing!

As a platform, Twitter is very fast moving. It is a news feed more than anything else, but also a great way to build relationships with influencers and experts in your field.

It is a place to have conversations with others and share valuable content.

It works well with both B2B and B2C audiences.



LINKEDIN

LinkedIn is growing and a must for any business that is focused on working with businesses and corporates.

It is a great way to create connections with potential customers and influencers in your niche.

The secret to success on LinkedIn is to show up every day, engage with others and share your expertise.

LinkedIn is a B2B platform.

SOCIAL MEDIA AUDIT

Engage, Interact, Connect and show your customer that you really understand them and they will come back again and again.

JULIE HALL

WHICH CHANNELS ARE YOU CURRENTLY ON?

Take note of where you are today and measure your progress over time. Check in each month, have your number of followers increased?

FACEBOOK

handle:

likes:

TWITTER

handle:

followers:

LINKEDIN

handle:

connections:

INSTAGRAM

handle:

followers:

YOUTUBE

channel:

subscribers:

OTHER

handle:

followers:

WHICH CHANNEL(S) ARE YOU GOING TO FOCUS ON?

Given that your time is going to be tight, which channel(s) are you going to focus most of your energy on?

SOCIAL MEDIA BRAND

Internalise your brand... know it, taste it, feel it, visualise it, create it, then live it.

JULIE HALL

WHAT IS YOUR BRAND ABOUT?

In one sentence, what is your brand about? What do you believe in? What's important to you? Why do people love you?

HOW WILL YOU SHOW UP ONLINE?

What kind of content are you going to create? What kind of content are you going to share? What is the tone of the content that you are creating? What is your brand personality?

WRITE A SHORT SOCIAL BIO TO USE ON YOUR PLATFORMS

Your bio should be interesting, engaging and give people an idea what you are about.

GOALS & OBJECTIVES

All you need is the plan, the road map, and the courage to press on to your destination.

EARL NIGHTINGALE

WHAT ARE YOUR BUSINESS GOALS?

Any social media strategy needs to start with your business goals first, so that you can then understand what your social media goals should be.

HOW WILL SOCIAL MEDIA HELP YOU ACHIEVE THOSE GOALS?

What's the intent of your social media presence? Do you want to build an audience? Showcase your products? Showcase your expertise? Build relationships?

WHAT IS YOUR MAIN CALL TO ACTION

What is the main action that you want people to take that will help you achieve your business goals. Visits to your site, buy a product, call you, share your content, signups to your newsletter, take you up on an offer. List them all here.

GOALS & OBJECTIVES

Start where you are. Use what you have. Do what you can.

ARTHUR ASHE

WHAT ARE YOUR SOCIAL MEDIA GOALS?

What are your social media goals. What do you want to achieve this month? Try to be specific.

Goal 1:

.....

Goal 2:

.....

Goal 3:

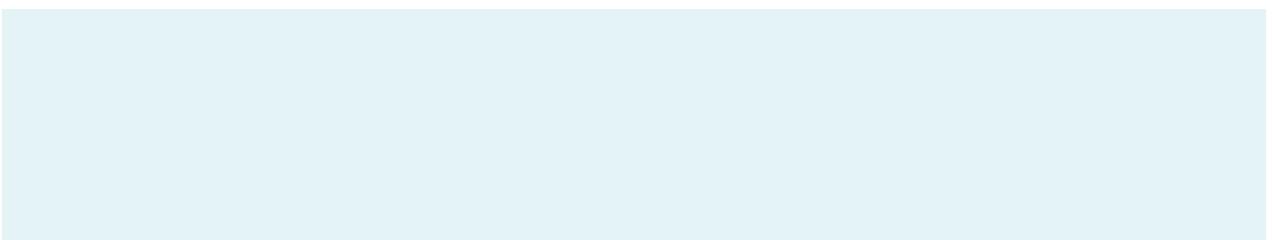
.....

WHAT ARE YOUR SOCIAL MEDIA OBJECTIVES?

Intent: Delight ... Engage... Inform ... Educate ... Inspire ... Help ... Promote ... Connect



WHAT CAN YOU DO TO ENSURE YOU SUCCEED?



CONTENT IDEAS

The secret to success on social media is to create content that makes people feel something. Happy, sad, entertained, angry... make your audience take notice. Take the time to seek out and create content that is going to connect and engage them. Ideas include videos, quotes, blog posts, tips, articles, photos, memes, graphics - work to your strengths and interests.

1. QUOTES

Create a document (we use google docs) and every time you see a relevant quote that you love, add it to the page so you never run out of inspiration.

2. CURATE OTHER PEOPLE'S GREAT CONTENT

At the School of Marketing we use this a lot. On Twitter we create a list of people that regularly share great content and monitor the list for content to share. You can also set up a feedly (feedly.com) account and follow other people's blogs.

3. AUDIENCE GENERATED CONTENT

Ask your customers and audience to share photos of themselves using your product or giving a testimonial.

4. WATCH FOR SOMETHING IN THE NEWS THAT'S RELEVANT

Watch out for something that you can jump on in the news that is relevant to your business or service. Sometimes you can get amazing PR out of it.

5. RUN A POLL OR A SURVEY

Run a poll or a survey. Do you have a burning question? Is there something going on that you can ask an opinion about?

6. BEHIND THE SCENES CONTENT

Can you show yourself creating your products? Working with clients? Videos of your process? Your team? Your office? We all love getting an insider view.

7. DIY VIDEO

On all social platforms video is huge and is being given priority. So create your own short videos where you share valuable nuggets of information and give your audience and customers a chance to get to know you.

CONTENT BUCKETS

The way to your customer's heart is to show that they matter and that you care. Create content that resonates with your customer.

JULIE HALL

WHAT KIND OF CONTENT ARE YOU GOING TO CREATE AND SHARE?

In each box below, write down what type of content you are going to create. A bucket is a content grouping. Write down a list of 6 different types of content that you will create and share. Then write down 5 ideas under each one and all of a sudden you have 30 ideas.

BUCKET 1:

BUCKET 2:

BUCKET 3:

BUCKET 4:

BUCKET 5:

BUCKET 6:

IDEA GENERATION

No matter what people tell you, words and ideas can change the world.

ROBYN WILLIAMS

Using your content buckets that you identified on the previous page, write down as many ideas as you can think of on topics and content that you can create and share on social media. Try to think of ideas that are unique to you and your business.

A large, empty light blue rectangular area intended for writing ideas. It occupies the lower two-thirds of the page and is completely blank, providing a space for the user to generate and record their thoughts.

MONTHLY PLANNER

Don't wait for perfect to get started.

NORA ROBERTS

Write down your goals and focus for each week and then on the following weekly pages, split into specific daily actions.

WEEK 1

Goal:

Focus:

WEEK 2

Goal:

Focus:

WEEK 3

Goal:

Focus:

WEEKS 4-5

Goal:

Focus:

ANNUAL PLANNER

Make your marketing so good, they can't ignore you.

JULIE HALL

CONTENT PLAN FOR THE YEAR

In each box write down your monthly focus. What kind of content can you create and share across your social media. Are there special events? Holidays? Anniversaries? Launches? Just jot down your high level plans for the year to help keep your social media on focus.

MONTH:

MONTH:

MONTH:

MONTH:

MONTH:

MONTH:

ANNUAL PLANNER

The best marketing doesn't feel like marketing.

TOM FISHBURNE

CONTENT PLAN FOR THE YEAR

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MONTH:

MONTH:

MONTH:

MONTH:

MONTH:

MONTH:

WEEKLY PLANNER

Strive not to be a success, but rather to be of value.

ALBERT EINSTEIN

Plan out your week: What social activities are you going to do? When are you going to create content, what are you going share each day, what are your priorities this week?

MON		PRIORITIES
TUE		
WED		
THU		IDEAS & INSPIRATION
FRI		
SAT		
SUN		

WEEKLY PLANNER

The easiest way to find out what your customers want? Ask them.

JULIE HALL

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MON		PRIORITIES
TUE		
WED		
THU		IDEAS & INSPIRATION
FRI		
SAT		
SUN		

WEEKLY PLANNER

Practice ... Learn ... Scale ... that's what it takes to be successful at marketing.

JULIE HALL

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MON		PRIORITIES
TUE		
WED		
THU		IDEAS & INSPIRATION
FRI		
SAT		
SUN		

WEEKLY PLANNER

If you don't step forward, you're always in the same place.

NORA ROBERTS

Plan out your week: What social activities are you going to do? When are you going to create content, what are you going share each day, what are your priorities this week?

MON		PRIORITIES
TUE		
WED		
THU		IDEAS & INSPIRATION
FRI		
SAT		
SUN		

MONTHLY ACTION TRACKER

Bring your best self to your marketing.

JOHN JANTSCH

How are you doing? Are you holding yourself to account? Consistent action is what is going to make the difference to your success. Check the box for each day you manage to post something on social media.

WHAT IS YOUR COMMITMENT?

What are you going to do every week?

.....

.....

.....

.....

DAILY TRACKER

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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

WHAT IS YOUR COMMITMENT?

What are you going to do every day?

.....

.....

.....

.....

WHAT CAN I IMPROVE?

What is one thing I can do to improve?

.....

.....

.....

.....

NOTES

RESULTS

Ask yourself ... Is this the simplest way I can achieve my goal?

JULIE HALL

You get what you measure. So use this page to track your progress against the goals you identified earlier. How did you do? What can you improve? What went well?

Goal 1:

.....

On a scale of 1-10 how did you do against that goal?



NOTES

Goal 2:

.....

On a scale of 1-10 how did you do against that goal?



NOTES

Goal 3:

.....

On a scale of 1-10 how did you do against that goal?



NOTES

SUCCESSSES

Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be

ZIG ZIGLAR

WHAT I HAVE ACHIEVED THIS MONTH IS...

WHAT I AM MOST PROUD OF IS...

WHAT I AM GOING TO DO DIFFERENTLY NEXT MONTH IS...

WHAT'S WORKING REALLY WELL IS...

THE SCHOOL OF MARKETING

The School of Marketing is a London based training company that creates training for solo businesses and SME's. We believe in making marketing simple for you.

WORKSHOPS THAT WE RUN

We run a whole range of workshops in the London area... from Digital Marketing, to Social Media, Email Marketing, SEO, Blogging, Podcasting and more. Visit us at www.theschoolofmarketing.net to see our latest workshops.

MICROENTREPRENEUR PODCAST

On the microentrepreneur podcast we share marketing and business tips and advice specifically for micro business owners.

Find the podcast bit.ly/tsompodcast on iTunes or on our website at bit.ly/tsomme

STATISTICS

5K

people
trained

10+

marketing
workshops

1K

podcast
listeners

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