

# SOCIAL MEDIA CHECKLIST



Ensure your social media strategy is complete by following these guidelines:

## 1 Conquer your challenges

Every marketing strategy is designed to solve a problem or reach a goal, and social media should follow the same rules. A few common business challenges include:

- Low website traffic
- Customer relations
- Customer service
- Brand awareness
- Creating leads

Focus on what your business really needs. If you're struggling with one or more of these challenges, social media can definitely help.

## 2 Collaborate within your organization

62% of marketing leaders say individuals and teams in their departments are more aligned with each other than ever.\* Businesses are now working to align goals for the betterment of the whole organization rather than one channel or function. Consider collaborating with different departments to see how you can work together to drive positive results.

## 3 Define your audience

Not every social media platform has the same audience. Which is best for your business?

- Facebook – 2.5 billion active users
- LinkedIn – 600 million business professionals
- Instagram – 1 billion active users (mostly millennials and Gen Z)

Define your target audience and see which social media platforms work for you. Putting your efforts toward the ones that best suit your business will maximize the effectiveness of your social strategy.

## 4 Create engaging content

People scroll through social media looking at post after post, waiting for something to catch their eye. In a seemingly endless scroll of content, it's important to make yours stand out. Hook your followers with something eye-catching and engaging.

## 5 Identify opportunities

What are your industry competitors doing differently from you? Is there a specific company whose strategy caught your eye? What are your followers saying? These are the questions you need to be asking to stay ahead of the game. Social media is more than a one-and-done post. Identify opportunities for your business and listen to those around you.

## 6 Engage with followers

Your followers have commented on your post ... now what? ENGAGE! It's extremely important to keep any conversation on your social media accounts going. Let your followers know that you're listening and create a fun and friendly way for them to contact you.

## 7 Test and measure

Review and assess your results and see what worked and what didn't. Look back on the opportunities you identified and see where they can fit into your strategy. If something didn't work, try something new. Never give up! Social media is a learning experience and will only get better the more you test and measure your results.

**Want more help with your social media strategy? Schedule a free digital consultation at [asimarketingservices.com/socialmedia](https://asimarketingservices.com/socialmedia) today.**

\*Source: "Need-to-Know Marketing Statistics for 2019." McGinnis, Devon. Jan. 23. 2019. Salesforce.