

# SOCIAL MEDIA BLUEPRINT



1

## Pre-planning

### Critical to your success

Establishing topics, events, and more will help you deliver better content that is more relevant, necessary, needed and wanted. The team can anticipate announcements and monthly themes and that helps everyone - clients and employees connect better.

2

## Research

### The internet is a playbook.

Help content strategy by researching the editorial decisions of other content creators. Don't assume it's right, just notice what is great and what resonated with you. Look for structure, style, and sophistication level. Over time, you'll grow your own style, vocabulary, and then others will study your great content, too!

3

## Plan Your Social Media / Blog Content

### Months and weeks before

Grow interest and awareness by sharing your curated content and leveraging social media's ability to help you be found by the very same customers who are looking for the product and service you offer, right now.

4

## Timing - Consistency and Frequency

### Be consistent and frequent

Know your customer and then post during times when they are active on social media / online / or in front of their devices.

5

## Know Your Customers

### Social Media makes targeting easier

Understand their demographics and psychographics, in order to deconstruct what they might need, want, and / or desire.

6

## Be Mindful of the Customer Journey

### Not all messages should be one-size fits all

Change tactics and communication to match the customer's journey from discovery and research to buying and beyond by creating content that speaks to your target client, during the phase of the journey they are in.

7

## Have Fun!

### Be willing to make changes to your style

If its boring to you, it's boring to them. Be willing to have fun with your clients. It's a conversation, even when it's digital and happening in an a-synchronistic timeline.

