

# SOCIAL MEDIA STRATEGY

## WHAT DIFFERENTIATES YOU?



- What's your elevator pitch?
- Gather best testimonials
- What makes you unique?
- Craft a compelling story



## HOW WILL YOU EXECUTE?

- What do you need to learn?
- What tools are necessary?
- Who is responsible?
- How will you measure?



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## WHO IS YOUR CUSTOMER?



- What age bracket?
- Gender?
- Location?
- College degree?



## WHERE IS YOUR AUDIENCE?

- Are they online?
- Where do they shop?
- Belong to associations?
- Publications they read?

## WHAT ARE YOUR GOALS?



- Establish your brand?
- Increase visibility?
- Generate traffic to website?
- Grow sales & revenue?



## WHEN WILL YOU COMMUNICATE?

- What social networks?
- How often will you post?
- Will you blog?
- Will you use visuals/video?

# Sample Media Guide Business Ads

**RJ Shavelson**



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