

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?



@SM_ONLINECLASS

FACEBOOK.COM/
SOCIALMEDIAONLINECLASS

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

E Durkheim



Sample Media Guide Business Ads:

Unveiling the Magic of Words: A Overview of "**Sample Media Guide Business Ads**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Sample Media Guide Business Ads**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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