



3 STEP GUIDE TO PERFECT SOCIAL PLANNING



Do you want a better way to plan, organise, and publish your social media content?

Looking for a solution that doesn't cost a lot of money?

Your social media profiles are like a first impression of your brand, so you want to make it a good one! Long gone are the days of posting in the moment to Instagram, and now the growing trend is to have a well curated and cohesive Instagram feed. To help make your all of your feeds look amazing and save you time, here are 3 steps to planning the perfect social feeds!



#1: Why does your business want to be on social media?

The very first question to answer is the Why?

This relates to your social media goals. Are you on social media to promote your products? To drive traffic to your website? Or to serve your customers?

In general, there are the nine social media goals you can have:

- Increase brand awareness
- Drive traffic to your website
- Generate new leads
- Grow revenue (by increasing signups or sales)
- Boost brand engagement
- Build a community around your business
- Provide social customer service
- Increase mentions in the press
- Listen to conversations about your brand

You'll likely have more than one social media goal, and that's fine..





#2: Set Monthly Social Media Goals

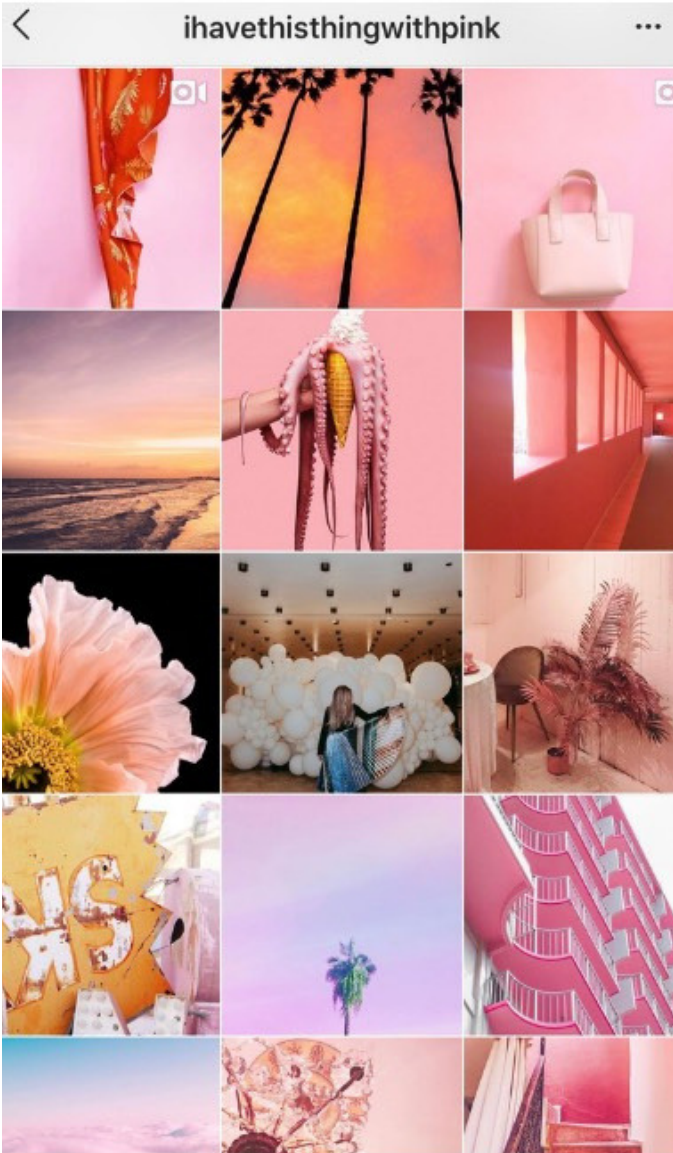
It's important to set an end goal for every piece of content you share on social media so you can track what's working, which types of content drive your bottom line, and what to change based on campaign performance.

For most social media marketers, goals fall into the categories of generating more leads and sales. If you work backward from your long-term goals, you can create short-term goals that will help you achieve them.

The key to short-term goals is to start small, be specific, and set a realistic time frame to achieve each goal. At the end of each month, you want to be able to track your growth, see what worked, and set new goals for the future. Smaller goals generally fall into one of these categories:

- Content
- Followers
- Traffic
- Subscribers
- Sales

Decide what you want to achieve for each category on social media and add it to a goal-setting spreadsheet.



#3: Decide on a Content Mix for Your Social Channels

The purpose of a social media calendar is to provide a framework for sharing content that resonates with your audience and also sells your business. Before creating your calendar, plan content around specific campaigns and goals.

First, determine the types of content that make sense for your business and audience. Some common categories include:

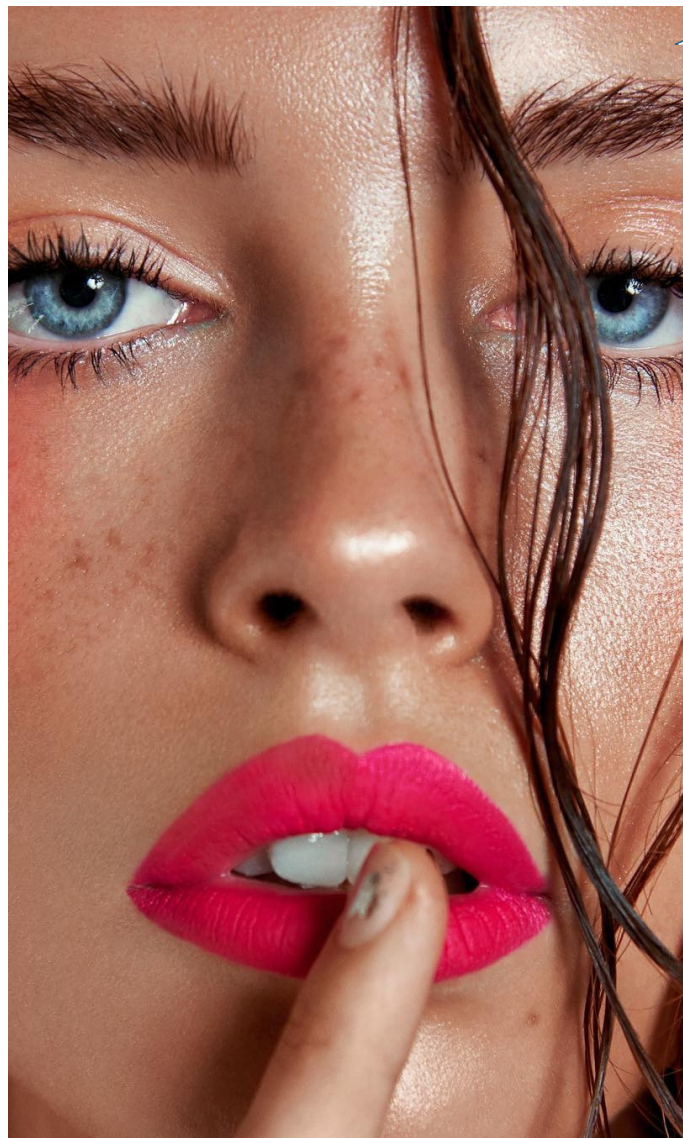
- Blog posts
- Quotes and motivation
- Product promotions
- Holidays
- User-generated content
- Events and announcements

Depending on your business, your categories may look different and can be as broad or specific as you need. For instance, a health club might have categories like free trials, challenges, workout videos, workshops and clinics, recipes and nutrition, and others.

Finally, how are you going to execute this strategy?

And there you have it – your social media marketing strategy!

But that's not the end. As mentioned above, a strategy is where you're headed; a plan is how you'll get there. You have decided where to head to; now you need a plan.



And there you have it – your perfect social media marketing strategy!

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