

SAMPLE COMPANY, INCORPORATED

SOCIAL MEDIA STRATEGY



OUR STORY



Tell your story! How your business came to be; how you got the idea, what it took to get started. This will help create your business's "voice".

“ Content marketing
is a commitment,
not a campaign.

Jon Buscall

Successful businesses using social media platforms to grow post new content on a regular and consistent basis. If you stop posting, or are infrequent in your posts, you will fall off your customers' social media feeds. Remember, this is a marathan, not a race...

People are interested in knowing your purpose. Use social media to share how your business demonstrates it is meeting its mission.

OUR MISSION



INNOVATION AND QUALITY



Share new ideas your business is using, or reviews from satisfied customers.

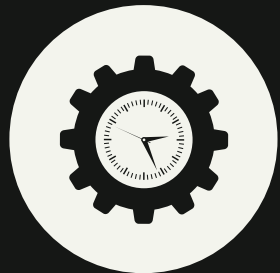




Quality Work



Varied Offerings
and Services



Efficiency



Good Customer
Relations

OUR COMMITMENT

Share photos and employee or customer testimonials about all four of these areas.

Who Are Our Clients?

Are the social media platforms you are using going to reach them?

Can Our Clients Relate to Us?

Are we talking TO them or AT them?

Does Our Voice Represent Us Well?

Are we under or over representing our business?



**POINTS TO
REMEMBER**



A top-down view of a desk with a laptop, smartphone, notebook, pen, and glasses. The laptop is open, showing a grid of images on its screen. A smartphone is to the left of the laptop. A red notebook with a black pen is in the bottom left. Two glasses of water are on the right. A person's hands are visible at the bottom, resting on the desk.

98%

Increase in engagement

Pay attention to the analytics. It will tell you if your social media content is working or not.



Invest more on social ads

Social media
advertising is very cost
effective.



Be active on social responses

Your timeliness is
reported and visible to
everyone.



Be seen on other media platforms

Do not limit yourself to
a single social media
platform. Take
advantage and use
several!



Ophelia Cheng

Founder,
Sample Company
Talk about yourself.



Danny Jones & Lissa Evans

Front Line Staff
Tell stories about your
staff.



Rita Farrow

Customer
Talk about your
customers.



OUR VOICE ON SOCIAL MEDIA

What "voice" matches your business (products, services, etc.) and will resonate with your customers:

Modern and Up-To-Date?

Young and Fresh?

Smart and Refined?

PROPOSED TIMELINE

Jan-Mar

Establish timelines for
content themes..

Apr-Jun

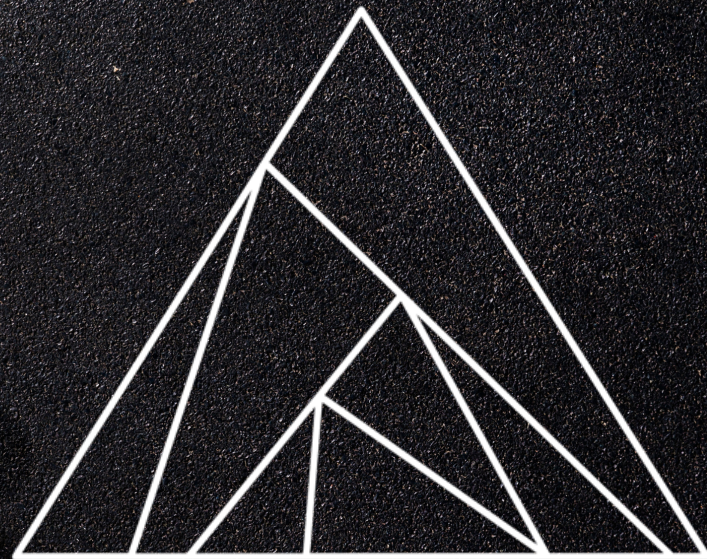
Maybe talk about your
Mission during this time.

Jul-Sep

Tell inspiring stories
about your business, your
staff, your customers.

Oct-Dec

Maybe have seasonal sales
or seasonal related
content.



THE BUSINESS
GYM

