HOW TO FOCUS YOUR SOCIAL MEDIA STRATEGY ON YOUR TARGET AUDIENCE

7 STEP GUIDE TO A BETTER SOCIAL MEDIA STRATEGY

1

WHAT ARE YOUR GOALS?

Think about what you are trying to achieve with your social media. Do you want to increase awareness, build a community, bring in sales leads, or provide customer service?

2

WHO IS YOUR TARGET AUDIENCE?

Determine who your target audience is. Identify their age, generation, gender, household income, ethnicity, location, job title, and any specific interests or behaviors.

3

WHAT CONTENT DOES YOUR TARGET AUDIENCE RESPOND WELL TO?

Learn what type of content your target audience engages with the most; photos, videos, blogs, memes, gifs, white papers, eBooks, articles, etc. Knowing your target audience well will help in determining the type of content they respond best to.

4

WHAT SOCIAL NETWORKS DOES YOUR TARGET AUDIENCE USE THE MOST?

Decide what social media networks your target audience is the most active on; Facebook, Twitter, LinkedIn, Pinterest, Snapchat, Reddit, Instagram, YouTube, etc.

5

ARE YOU ABLE TO CREATE THIS TYPE OF CONTENT INTERNALLY?

Take a look internally. Do you have the staff, capacity, and resources necessary to create this type of content on a consistent basis? If not, adjust your content.

6

WHAT DOES YOUR TARGET AUDIENCE WANT TO KNOW ABOUT YOUR BRAND?

Make a list of the most important items your target audience wants to know about your product/service. Think of creative ways to incorporate these into your content.

7

WHAT IS THE DECISION-MAKING PROCESS FOR YOUR TARGET AUDIENCE?

Analyze how your target audience shops for your product/service throughout the year. Plan your content around those patterns.