DIGITAL NISH
SOCIAL MEDIA STRATEGY WORKSHEET
VERSION 1.0

Thank you for downloading this free worksheet. Please print, and use this as a guide for developing your social media marketing strategy. If you have any questions, please use the "Contact Us" form on digitalnish.com.

IDENTIFY YOUR BUSINESS GOALS:

1) _____

2) _____

3) _____

IDENTIFY YOUR SOCIAL MEDIA MARKETING OBJECTIVES:

1) _____

2) _____

3) _____

AUDIT YOUR SOCIAL MEDIA PRESENCE:

Platform/URL	Followers	Frequency of use (%)
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____
6) _____	_____	_____
7) _____	_____	_____

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RESEARCH YOUR COMPETITION:

Competitor #1
Social Site #1/ # of Followers   Social Site #2/ # of Followers   Social Site #3/ # of Followers

_____   _____   _____

Competitor #2
Social Site #1/ # of Followers   Social Site #2/ # of Followers   Social Site #3/ # of Followers

_____   _____   _____

Competitor #3
Social Site #1/ # of Followers   Social Site #2/ # of Followers   Social Site #3/ # of Followers

_____   _____   _____

Competitor #4
Social Site #1/ # of Followers   Social Site #2/ # of Followers   Social Site #3/ # of Followers

_____   _____   _____

Competitor #5
Social Site #1/ # of Followers   Social Site #2/ # of Followers   Social Site #3/ # of Followers

_____   _____   _____

RESEARCH THE MARKET:

Research hashtags for your target market.

_____

_____

Identify your target market or ideal customer.

_____

_____

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DEVELOP YOUR CONTENT STRATEGY:
Brainstorm at least 30 days of content ideas to post once a day.

Day 01

_____

Day 02

_____

Day 03

_____

Day 04

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Day 05

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Day 06

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Day 07

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Day 08

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Day 09

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Day 10

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Day 11

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Day 24

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Day 25

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Day 26

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Day 27

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Day 28

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Day 29

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Day 30

_____

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Create unique hashtags to market your business.

_____

_____

Use a calendar to plan and schedule posting your content. Generic calendar month grid available as a separate download on digitalnish.com.

Test drive social media management tools before investing in a subscription plan.

Management Tool	Monthly Rate	Pros and Cons
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____

Monitor performance of your content using management tools, and review against revenue generated. Make adjustments to your strategy if necessary.

Thank you again for downloading this worksheet. If you have any questions, please send them using the "Contact Us" page at digitalnish.com. Follow DigitalNish on LinkedIn, Instagram, Facebook, Twitter, and Pinterest. Aloha and Mahalo!