

Social media marketing planning guide 2019



Awareness

Your goal is education & building a relationship with prospective customers, as well as increasing loyalty among existing customers.

Awareness content pre-planning

Past campaign performance	
Campaign name:	
The goal of this campaign was to:	
Top-performing content	
Link:	
Total impressions:	Total reach:
Content type	Content format
Owned	Video
User-generated	Photo
Live video	GIF
Office culture	Infographic
Service/product specific	Link
PR/news/update	Text only
Customer testimonial	



Awareness content pre-planning (continued)

Least-performing content Link: Total impressions: Total reach: Content type Content format Owned Video User-generated Photo GIF Live video Office culture Infographic Service/product specific Link Text only PR/news/update Customer testimonial Goal achieved Yes No What worked and why: What didn't work and why:



Awareness content planning

Campaign name:	
The goal of this campaign is to:	
Social channel	Call to action
Facebook	Subscribe to newsletter
Instagram	Like/follow us
Twitter	Learn more
Pinterest	Share now
YouTube	Comment now
Snapchat	Visit website
Other:	Other:
Content format	Content type
Video	Owned
Photo	User generated
GIF	Live video
Infographic	Office culture
Link	Service/product specific
Text only	PR/News/Update
Other:	Customer testimonial
Resources needed	Social conversations to join
1	#
2	#
3	#
4	#
5	#



Awareness content planning (continued)

Awareness tactic	Target personas
Interact with users	Primary
Join popular social	Secondary
Conversations	Other
Evoke emotional response	
Survey/poll	
Contest	
Success metrics	Goals
Impressions	Impressions
Reach	Reach
Shares	Shares
Likes	Likes
New	New
Date to be completed	
Campaign launch date	
Campaign end date	
Estimated budget	

Consideration

Customers are interested in learning more about your product or service, and may be evaluating how well it fits their needs or how it compares to competitors.

Consideration content pre-planning

Past campaign performance	
Campaign name:	Product/service promoted:
The goal of this campaign was to:	
Top-performing content	
Link:	Total clicks:
Total likes:	Total shares:
Total interactions:	Total follows:
Content type	Content format
Owned	Video
User-generated	Photo
Live video	GIF
Product review	Advertisement
Product demonstration	Link
Lifestyle	Text only
Company/business information	



Consideration content pre-planning (continued)

Least-performing content Total clicks: Total likes: Total shares: ____ Total interactions: ___ Total follows: ___ **Content format Content type** Video Owned User-generated Photo GIF Live video Product review Infographic Product demonstration Link Text only Lifestyle Company/business information Goal achieved Yes No What worked and why: What worked and why:



Consideration content planning

Campaign name:	Product/service to promote:
The goal of this campaign is to:	
Top 3 product/service features:	
1.	
2	
3	
Social channel	Call to action
Facebook	Add to cart
Instagram	Add to wishlist
Twitter	Download coupon
Pinterest	See related products
YouTube	Visit website
Snapchat	Other:
Other:	
Content type	Content format
Owned	Video
User generated	Photo
Live video	GIF
Product review	Advertisement
Product demonstration	Link
Lifestyle	Text only
Company/business information	Other:



Consideration content planning (continued)

Resources needed:	Keywords/hashtags to use:
1	#
2	#
3	#
4	#
5	#
Success metrics	Goals
Clicks	Clicks
Likes	Likes
Shares	Shares
Follows	New follows
Interactions	Interactions
Other:	Other
Date to be completed	
Campaign launch date	
Campaign end date	
Estimated hydget	



Intent

The customer is closing in on a purchase decision after consideration. Goals at this stage might include remarketing, such as after a product has been added to a cart.

Intent content pre-planning

Past campaign performance	
Campaign name:	
The goal of this campaign was to:	
Top-performing content	
Link:	Total page views:
Total web sessions:	Avg. time on site:
Total URL shares:	Other:
Content type	Content format
Owned	Video
User-generated	Photo
Live video	GIF
Special offer	Advertisement
Coupon	Link
How-to	Text only
Customer review	



Intent content pre-planning (continued)

Least-performing content Link: _____ Total page views: Total web sessions: Avg. time on site: _____ Total URL shares: ____ Other: _____ **Content format Content type** Video Owned User-generated Photo GIF Live video Special offer Advertisement Coupon Link Text only How-to Customer review **Goal achieved** Yes No What worked and why: What worked and why:



Intent content planning

Campaign name:	
The goal of this campaign is to:	
We're creating value for our customer by:	
Top 3 competitors:	What makes our product/service unique?
1.	1
2	2
3. ————————————————————————————————————	3. ————
Target personas	
Primary	
Secondary	
Other	
Social channel	Call to action
Facebook	☐ View customer
Instagram	Testimonials
Twitter	Visit website
Pinterest	Buy now
YouTube	Chat now
Snapchat	Contact us
Other:	Claim your reward/discount



Intent content planning (continued)

Content format	Content type
Video	Owned
Photo	User generated
GIF	Live video
Advertisement	Special offer
Link	Coupon
Text only	How-to
Other:	Customer review
Resources needed:	Goals
1	Impressions
2	Reach
3	Shares
4	Likes
5	New
Success metrics	
Impressions	
Reach	
Shares	
Likes	
New	
Date to be completed	_
Campaign launch date	_
Campaign end date	
Estimated budget	



Conversion

The customer has completed the goal, such as a purchase. In addition to driving this goal, conversion content can also spur repeat visits & referrals.

Conversion content pre-planning

Past campaign performance	
Campaign name:	
The goal of this campaign was to:	
Top-performing content	
Link:	Total likes:
Total shares:	Total clicks:
Other:	
Content type	Content format
Owned	Video
User-generated	Photo
Educational	GIF
Special offer	Infographic
Coupon	Link
How-to	Text only
☐ Discount code	



Conversion content pre-planning (continued)

Top-performing content Link: _____ Total likes: Total shares: _____ Total clicks: ____ Other: _____ **Content format Content type** Video Owned Photo User-generated GIF Educational Special offer Infographic Coupon Link Text only How-to Discount code **Goal achieved** Yes No What worked and why: What didn't work and why:



Conversion content planning

Campaign name:	
The goal of this campaign is to:	
We're delighting our current customer	rs by:
Social channel	Target personas
Facebook	Primary
Instagram	Secondary
Twitter	Other
Pinterest	
YouTube	
Snapchat	
Other:	
Content format	Content type
Video	Owned
Photo	User generated
GIF	Educational
Infographic	Special offer
Link	Coupon
Text only	How-to
Other:	Discount code
	Other:



Conversion content planning (continued)

Resources needed	Special offer/deals we can include:
1	1
2	2
3	3. —
4	4
5	5
Success metrics	Goals
Interactions	Interactions
Likes	Likes
Shares	Shares
Clicks	Clicks
Other:	Other
Date to be completed	
Campaign launch date	
Campaign end date	
Estimated budget	

