



# 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

- Owned
- User-generated
- Live video
- Office culture
- Service/product specific
- PR/news/update
- Customer testimonial

#### Content format

- Video
- Photo
- GIF
- Infographic
- Link
- Text only

# Awareness content pre-planning (continued)

## Least-performing content

Link: \_\_\_\_\_

Total impressions: \_\_\_\_\_

Total reach: \_\_\_\_\_

### Content type

- Owned
- User-generated
- Live video
- Office culture
- Service/product specific
- PR/news/update
- Customer testimonial

### Content format

- Video
- Photo
- GIF
- Infographic
- Link
- Text only

## Goal achieved

- Yes
- No

What worked and why: \_\_\_\_\_

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What didn't work and why: \_\_\_\_\_

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# Awareness content planning

Campaign name: \_\_\_\_\_

The goal of this campaign is to: \_\_\_\_\_

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## Social channel

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- Snapchat
- Other: \_\_\_\_\_

## Call to action

- Subscribe to newsletter
- Like/follow us
- Learn more
- Share now
- Comment now
- Visit website
- Other: \_\_\_\_\_

## Content format

- Video
- Photo
- GIF
- Infographic
- Link
- Text only
- Other: \_\_\_\_\_

## Content type

- Owned
- User generated
- Live video
- Office culture
- Service/product specific
- PR/News/Update
- Customer testimonial

## Resources needed

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Social conversations to join

- # \_\_\_\_\_
- # \_\_\_\_\_
- # \_\_\_\_\_
- # \_\_\_\_\_
- # \_\_\_\_\_

# Awareness content planning (continued)

## Awareness tactic

- Interact with users
- Join popular social
- Conversations
- Evoke emotional response
- Survey/poll
- Contest

## Success metrics

- Impressions
- Reach
- Shares
- Likes
- New

## Target personas

Primary \_\_\_\_\_

Secondary \_\_\_\_\_

Other \_\_\_\_\_

## Goals

Impressions \_\_\_\_\_

Reach \_\_\_\_\_

Shares \_\_\_\_\_

Likes \_\_\_\_\_

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

- Owned
- User-generated
- Live video
- Product review
- Product demonstration
- Lifestyle
- Company/business information

#### Content format

- Video
- Photo
- GIF
- Advertisement
- Link
- Text only

# Consideration content pre-planning (continued)

## Least-performing content

Link: \_\_\_\_\_

Total clicks: \_\_\_\_\_

Total likes: \_\_\_\_\_

Total shares: \_\_\_\_\_

Total interactions: \_\_\_\_\_

Total follows: \_\_\_\_\_

### Content type

- Owned
- User-generated
- Live video
- Product review
- Product demonstration
- Lifestyle
- Company/business information

### Content format

- Video
- Photo
- GIF
- Infographic
- Link
- Text only

## 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

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- Snapchat
- Other: \_\_\_\_\_

### Call to action

- Add to cart
- Add to wishlist
- Download coupon
- See related products
- Visit website
- Other: \_\_\_\_\_

### Content type

- Owned
- User generated
- Live video
- Product review
- Product demonstration
- Lifestyle
- Company/business information

### Content format

- Video
- Photo
- GIF
- Advertisement
- Link
- Text only
- Other: \_\_\_\_\_



# Consideration content planning (continued)

## Resources needed:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Keywords/hashtags to use:

- # \_\_\_\_\_
- # \_\_\_\_\_
- # \_\_\_\_\_
- # \_\_\_\_\_
- # \_\_\_\_\_

## Success metrics

- Clicks
- Likes
- Shares
- Follows
- Interactions
- Other: \_\_\_\_\_

## Goals

- Clicks \_\_\_\_\_
- Likes \_\_\_\_\_
- Shares \_\_\_\_\_
- New follows \_\_\_\_\_
- Interactions \_\_\_\_\_
- Other \_\_\_\_\_

Date to be completed \_\_\_\_\_

Campaign launch date \_\_\_\_\_

Campaign end date \_\_\_\_\_

Estimated budget \_\_\_\_\_

# 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

- Owned
- User-generated
- Live video
- Special offer
- Coupon
- How-to
- Customer review

#### Content format

- Video
- Photo
- GIF
- Advertisement
- Link
- Text only

# Intent content pre-planning (continued)

## Least-performing content

Link: \_\_\_\_\_

Total page views: \_\_\_\_\_

Total web sessions: \_\_\_\_\_

Avg. time on site: \_\_\_\_\_

Total URL shares: \_\_\_\_\_

Other: \_\_\_\_\_

### Content type

- Owned
- User-generated
- Live video
- Special offer
- Coupon
- How-to
- Customer review

### Content format

- Video
- Photo
- GIF
- Advertisement
- Link
- Text only

## Goal achieved

- Yes
- No

What worked and why: \_\_\_\_\_

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What worked and why: \_\_\_\_\_

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# Intent content planning

Campaign name: \_\_\_\_\_

The goal of this campaign is to: \_\_\_\_\_

\_\_\_\_\_

We're creating value for our customer by: \_\_\_\_\_

## Top 3 competitors:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## What makes our product/service unique?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Target personas

Primary \_\_\_\_\_

Secondary \_\_\_\_\_

Other \_\_\_\_\_

## Social channel

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- Snapchat
- Other: \_\_\_\_\_

## Call to action

- View customer
- Testimonials
- Visit website
- Buy now
- Chat now
- Contact us
- Claim your reward/discount

## Intent content planning (continued)

### Content format

- Video
- Photo
- GIF
- Advertisement
- Link
- Text only
- Other: \_\_\_\_\_

### Content type

- Owned
- User generated
- Live video
- Special offer
- Coupon
- How-to
- Customer review

### Resources needed:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Goals

- Impressions \_\_\_\_\_
- Reach \_\_\_\_\_
- Shares \_\_\_\_\_
- Likes \_\_\_\_\_
- 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

- Owned
- User-generated
- Educational
- Special offer
- Coupon
- How-to
- Discount code

#### Content format

- Video
- Photo
- GIF
- Infographic
- Link
- Text only

# Conversion content pre-planning (continued)

## Top-performing content

Link: \_\_\_\_\_

Total likes: \_\_\_\_\_

Total shares: \_\_\_\_\_

Total clicks: \_\_\_\_\_

Other: \_\_\_\_\_

### Content type

- Owned
- User-generated
- Educational
- Special offer
- Coupon
- How-to
- Discount code

### Content format

- Video
- Photo
- GIF
- Infographic
- Link
- Text only

## 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 customers by: \_\_\_\_\_

### Social channel

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- Snapchat
- Other: \_\_\_\_\_

### Target personas

- Primary \_\_\_\_\_
- Secondary \_\_\_\_\_
- Other \_\_\_\_\_

### Content format

- Video
- Photo
- GIF
- Infographic
- Link
- Text only
- Other: \_\_\_\_\_

### Content type

- Owned
- User generated
- Educational
- Special offer
- Coupon
- How-to
- Discount code
- Other: \_\_\_\_\_



## Conversion content planning (continued)

### Resources needed

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Special offer/deals we can include:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Success metrics

- Interactions
- Likes
- Shares
- Clicks
- Other: \_\_\_\_\_

### Goals

- Interactions \_\_\_\_\_
- Likes \_\_\_\_\_
- Shares \_\_\_\_\_
- Clicks \_\_\_\_\_
- Other \_\_\_\_\_

Date to be completed \_\_\_\_\_

Campaign launch date \_\_\_\_\_

Campaign end date \_\_\_\_\_

Estimated budget \_\_\_\_\_