



# MotivatingMum

Support and advice for mums in business

## SOCIAL MARKETING PLAN - use social marketing efficiently and effectively

1. Determine your business aims and the target market for each aim:

Your Business Aims	Measurement and timing	Target Market
i.e. increase online sales of e books	i.e. have sold five books in a month	i.e. mums in business

MOTIVATING MUM: [www.motivatingmum.com](http://www.motivatingmum.com) [www.twitter.com/motivatingmum](https://www.twitter.com/motivatingmum)

“I was a very frazzled new mum..and now almost two years later, I am managing two children and setting up a business! I can definitely say with my hand on my heart in that the one hour session with you, I realised that my worries were all in my head!” Shazia Mustafa, Third Door





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### 3. Track your results:

Aims	Results
i.e. Increase online sales of e books to five in a month	i.e. Sold five

NOTE: Set a review date and then, when you have your results, you can print a new copy of the Social Marketing Plan and get to work developing new aims for your business for the next week/month/year!

(and please email me if you have any fab ideas on how this plan could be improved!)

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