

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

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2. Determine the best form/s of social marketing (Facebook, Twitter, Linkedin etc) for reaching your target market and how you will reach/interact with them:

Target Market	Social Media	How to Reach	Interaction	Specific Action (include days, times, recipients)
i.e. mums in business	i.e. Twitter	i.e. follow lists of other businesses with the same market	i.e. tweet on topics touched on in the e books and add a link	i.e. three tweets a week at times mums will be on twitter

NOTE: Keep your Specific Action list handy to remind you what you need to do every week, or better still, transfer it into your day planner.

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[&]quot;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



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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