



# SOCIAL MEDIA MANAGEMENT & BRAINSTORMING SHEET

Choosing to embark on a social media marketing campaign is only the beginning. You have to go in with a real plan of action, understanding your goals, objectives and the tactics that you will use to create success. This checklist along with explanations should help you create a social media marketing plan that gets the results you want.

MY MAIN VISION FOR MY BUSINESS IS:

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MY TARGET AUDIENCE IS:

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MY AUDIENCE USES THE FOLLOWING SOCIAL MEDIA:

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MY MAIN COMPETITION IS:

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MY UNIQUE SELLING PROPOSITION IS:

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MY OVER ARCHING GOAL FOR THIS CAMPAIGN IS:

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MY RESOURCES INCLUDE: (TOOLS, SOFTWARE, MONEY, CONTRACTORS, ETC...)

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THE TACTICS (ACTIONS) I WILL TAKE INCLUDE:

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THE METRICS I WILL MEASURE ARE:

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**Fill out this worksheet before starting on your social media marketing plan. It will help you identify important information essential to developing and implementing an effective social media marketing plan.**