

# CHECKLIST FOR SUCCESSFUL SOCIAL MEDIA MARKETING

 **Have you set a Social Media Budget?**

Essential components:

- Content creation
- Research split testing and analytics
- Social media management
- Automation to eliminate repetitive processes
- Paid social media advertising

 **Have you turned your social media engagement into revenue?**

- Do you have a social media marketing plan to transform this into actual money for your company?
- Do you have social media posts linking back to your website to convert social media engagement into concrete cash?

 **Have you created content that your followers love?**

Have you created content based on some of these factors?

- News and Events
- Taking advantage of your audience's free time
- Sharing photos and videos

 **Do you have clear goals?**

What should your expectations of social media networks be?

- Increase your target audience's reach
- Increase Brand Awareness
- Increase Audience Engagement
- Quick Sales/Signups
- Increasing Customer Value (CLV)

 **Do you know that engagement is a two-way street?**

- Do you understand how to properly use social media marketing to initiate a dialogue with your target audience?
- Do you include a call-to-action or a question at the end of your posts?
- Do you answer the messages and comments you receive?

 **Do you use analytics to improve your performance?**

- According to Google analytics and other analytics in your social media platforms, what should you be keeping track of?



## Have you built a quality following?

- Have you determined your target audience to build a solid social media following?
- Do you post quality content to attract the targeted audience?

## Do you use automation tools to maximize your time and performance?

Automation of social media management tools makes it easier to handle tasks by:

- Ensuring that you publish social media content at the most optimal time
- Assist you in putting together a collection of ideas
- Using many social media marketing platforms at the same time

## Are you consistent?

- How consistent are you with posting times, frequency, branding, and quality assurance?

## Do you increase customer lifetime value?

- Are you focused on retaining and re-engaging your existing customers?

## Do you boost posts to maximize returns?

What are the essential rules for achieving maximum results?

- Don't boost posts only liked by existing consumers
- Do not promote posts that contain links to other people's websites
- Set your site on a particular goal, e.g., target locals if you are local
- Consider the concept of your ad being shown to those who are similar to your followers

## Do you leverage paid social media?

- Boost Engagement and Lead Generation
- Make Quick Profits
- Re-engage Existing Customers
- Build Your Following Using Paid Advertising



## YOUR DAILY, WEEKLY, MONTHLY SOCIAL MEDIA CHECKLIST

### DAILY

- Engage with everyone (reply, comment, react, retweet, etc)
- Examine your citations
- Keep track of your keywords and phrases
- Plan your updates for the following day
- Take a look at other social media profiles
- Curate and distribute content
- Make it simple for your followers to share information
- Start engaging with MVPs
- Follow back those who follow you
- Connect with one new friend

### WEEKLY

- Examine your statistics.
- Make an effort to connect with influencers
- Collaborate with your partners
- Checking in on your goals every week
- Hold a brainstorming session.
- Attend events such as chats and hangouts
- Update your social media ads

### MONTHLY

- Audit your social media presence
- Define your objectives
- Make up new experiments
- Make plans for the following month or more