

SOCIAL MEDIA CONTENT STRATEGY

OBJECTIVE:

PLATFORM:

(ex. Increase awareness for a new product, Drive engagement with company blog,
Generate new client leads, Cultivate existing clients)

TARGET AUDIENCE

STRATEGY & TACTICS

Describe your target audience. Be specific
(ex. Busy moms of K-5 students,
Startup small biz owners, Adult instrument students)

What approach will you take to meet your objective?
(ex. Funny memes about strength training exercises, Behind-
the-scenes videos on natural soap making)

