

SOCIAL MEDIA MARKETING PLAN

Goal

Why are you on LinkedIn?

What is your Goal?

Think about these as SMART goals, so that they are Specific, Measurable, Realistic, and Time-bound.

For example, I want to be seen as a Subject Matter Expert (SME), so I will post at least once per week on LinkedIn and aim for 5 likes per post.

Audience

Who are you trying to connect with on LinkedIn?

Who should you be marketing to who can help you reach your goal?

For example, I am already known in my field, but want to be seen as a SME in other fields, so I want to connect with others who work in "sister fields," conference organizers, and those in media.

Post

What posts will resonate with your target audience and help you achieve your goals?

For example, to be seen as an SME, I should post items with high "social currency" that has value for my audience. I could post tips and tricks that I learned over the years in my profession.