

Social Media Marketing Goals

Related to Hub Site (URL): _____

Prepared by: _____ Date: _____

Business Profile

Is the social media plan for a new or established company?

- New company Existing company, years in business: _____

Does the company have an existing brick-and-mortar operation?

- Yes No

Does the company have an existing website or web presence?

- Yes No

Does the company have an existing blog or social media presence?

- Yes No

If yes, list all current URLs for social media.

Will your site serve:

- Business Consumers

What type of business is the website for?

- Manufacturer Service provider Retailer
 Distributor Professional

What does the company sell?

- Goods Services

Describe your goods or services:

What geographical range does the social media campaign address?

- Local (specify) Regional (specify)
 National (specify if not US) International (specify)

Social Media Campaign Goals

Rank the applicable goals of your social media campaign from 1-7, with 1 your top goal.

- _____ Increasing traffic/visits to hub site
_____ Branding
_____ Building relationships
_____ Improving business process (e.g., customer service, tech support)
_____ Improving visibility in natural search
_____ Increasing sales revenue
_____ Using social media as paid advertising platform

Financial Profile

Social Media Campaign Budget for First Year

Outside development, contractors, includes writing, design, technical \$ _____
Special content production (e.g., video, podcasts, photography): \$ _____
Marketing/paid ads on social media \$ _____
In-house labor (burdened rate) \$ _____
Other costs, e.g., tools, equipment \$ _____
TOTAL: \$ _____

Break-even point: \$ _____ Within: _____ mo or yr

Return on investment: _____ % Within: _____ mo or yr

Sample Objectives

Repeat for appropriate objectives for each goal within time frame specified (for instance, 1 year).

Traffic objective (# visitors per month): _____ Within: _____

Conversion objective: _____ % Within: _____

Sales objectives (# sales per month): \$ _____ Within: _____

Average \$ per sale: \$ _____ Within: _____

\$ revenue per month: \$ _____ Within: _____

Other objectives specific to your site, e.g., for branding, relationships, search ranking

_____ Within: _____

_____ Within: _____

_____ Within: _____

Marketing Profile

Describe your target markets. Give specific demographic or other segmentation information. For B2B, segment by industry or job title or both.

What is your marketing tag?

Value proposition: Why should someone buy from your company rather than another?

Name at least six competitors and list their websites, blogs, and social media pages.