2018
Social Media Marketing Planning Guide

Introduction

The most exciting time of the year is fast approaching for social marketers— planning season.

The social landscape has evolved quite a bit in 2017. We saw live video develop into an exciting way to interact with users in real time through Facebook Live, Instagram Live, and Twitter's "Go Live" feature. We saw polling opportunities emerge from almost every network, allowing us to gain valuable feedback from our audiences. We also saw new technology, like virtual and augmented reality, propelling us into the future of social media marketing.

This guide walks you through the social marketing planning process and how to adapt your strategies to industry standards. This guide and attached editable planning worksheets will help you:

• Set realistic social marketing goals to align with overall business objectives
• Determine how you will measure the success of your social marketing efforts
• Integrate emerging trends and best practices into your 2018 social media marketing strategy
• Plan your best 2018 with editable planning worksheets to simplify the strategy-building process

Be careful not to set sail into 2018 without first establishing a clear social marketing plan. Use this guide as your resource to a more effective 2018.

2018 Goal Setting and Metrics to Match

Before you start considering which ground-breaking social marketing content you will create in 2018, consider why your business has a social presence and the business goals you hope to impact and achieve through social media. Here are some common goals for businesses on social media and the metrics you can track and measure to determine their business impact.

Increase Brand Awareness

According to Social Media Examiner, nearly 90% of marketers say their social marketing efforts have increased exposure for their business. With the growing number of people adopting social media, and integrating social into their daily activities, marketers are relying on social media to increase brand awareness.

2 BILLION ACTIVE USERS	**800 MILLION** ACTIVE USERS	**467 MILLION** ACTIVE USERS	**330 MILLION** ACTIVE USERS	**173 MILLION** ACTIVE USERS

Awareness Metrics

Metric	Definition	Why Track?
Impressions	The total number of times a post is displayed	Posts with high impressions are more likely to be seen by more people
Reach	The total number of unique people who were shown your post	The more unique views our post has means we are expanding our audience and gaining attention from new people and social groups
New Followers	The total audience change for the selected profile(s) during the selected date range	More people are interested in the content we share and may in turn share our content with their networks, increasing our brand awareness

Using Simply Measured Listening, you can track your potential impressions over a specific time period and notice any trends in the number of impressions your posts receive. With Social Analytics, you can track the growth of your audience and determine the number of new followers for each of your social profiles.
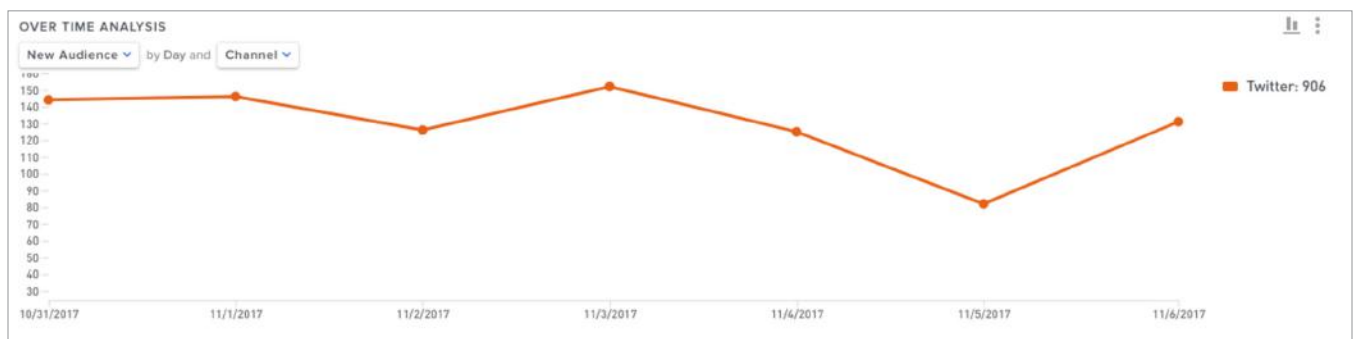

Increase Brand Engagement

Social media provides an effective platform for businesses to interact with their customers and potential customers. If audiences are not finding value in the content you share, however, they will unfollow you. Research from Buzzstream and Fractl found that 45% of people are likely to unfollow brands that self-promote too often, and 20% will unfollow if the brand is sharing boring, repetitive content. It is important for social marketers to track brand engagement to determine the effectiveness and desirability of the content they share.

Engagement Metrics

Metric	Definition	Why Track?
Likes	The number of direct likes post(s) received	A like on our content showcases that people are interested in our content
Comments	The number of direct comments to a post	Comments indicate that our content is insightful and sparks discussion
Shares	The number of direct shares post(s) received	The more people who share our content means our content is being seen by more people and is relevant to our audience

Simply Measured Social Analytics enables marketers to determine audience engagement levels for their various social profiles. On peak days of engagement, brands should dive deeper into the type of content that was shared, who was engaging with that content, and which platform is driving the most engagement.
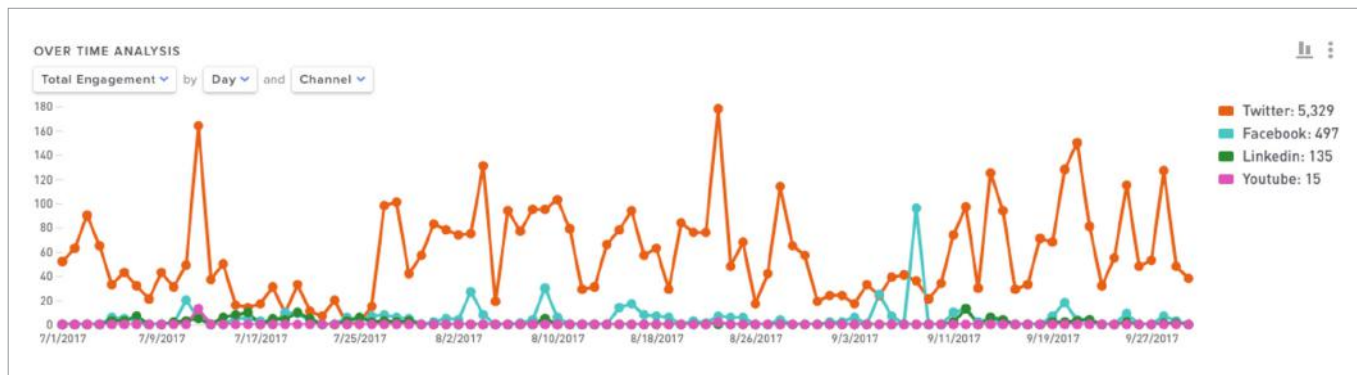
Drive Website Traffic

Your website is the hub for all information related to your business, its products and offerings, and the people behind your brand. Your website also serves as a place for people to gain a sense of your brand personality. Based on the effectiveness of your website to showcase your brand personality, people will determine whether or not they want to do business with you.

Web Traffic Metrics

Metric	Definition	Why Track?
Sessions	The number of people who have engaged with your website	If more people are visiting our website, we have more opportunities to generate new leads and potential customers
% New Sessions	The percentage of new users engaging with your website	New sessions means new people are visiting our website and our audience is growing
Bounce Rate	The percentage of single-page sessions in which there was no interaction with the page	If bounce rate is high, our website is not effective at keeping our audience engaged and may not be providing the right information

Google Analytics is an effective way to evaluate social's impact on website traffic. You can compare each of your digital marketing tactics to determine how social media ranks as a driver of web traffic.

Custom Channel Grouping - Oct 2013	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	235,651 % of Total: 100.00% (235,651)	67.76% Avg for View: 67.76% (0.00%)	159,688 % of Total: 100.00% (159,688)	58.53% Avg for View: 58.53% (0.00%)	2.93 Avg for View: 2.93 (0.00%)	00:02:45 Avg for View: 00:02:45 (0.00%)
1. Organic Search	120,165 (50.99%)	71.94%	86,443 (54.13%)	67.95%	2.69	00:02:31
2. Direct	60,845 (25.82%)	74.85%	45,541 (28.52%)	41.55%	3.25	00:03:06
3. Email	19,037 (8.08%)	34.63%	6,593 (4.13%)	52.38%	2.98	00:02:35
4. Referral	16,223 (6.88%)	55.14%	8,946 (5.60%)	46.16%	3.91	00:04:01
5. Social	11,438 (4.85%)	64.00%	7,320 (4.58%)	67.79%	2.33	00:01:52

Google Analytics also lets you dive deeper into the data to pinpoint the social networks that are driving the most traffic, enabling you to readjust your strategy to leverage your most effective networks.

| Social Network	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	11,438 % of Total: 4.85% (235,651)	64.00% Avg for View: 67.76% (-5.56%)	7,320 % of Total: 4.58% (159,688)	67.79% Avg for View: 58.53% (15.83%)	2.33 Avg for View: 2.93 (-20.48%)	00:01:52 Avg for View: 00:02:45 (-32.00%)
1. (not set)	4,742 (41.46%)	52.28%	2,479 (33.87%)	77.01%	2.27	00:01:55
2. Facebook	3,681 (32.18%)	78.10%	2,875 (39.28%)	51.43%	2.75	00:02:12
3. Twitter	1,395 (12.20%)	58.42%	815 (11.13%)	82.94%	1.67	00:01:00
4. LinkedIn	740 (6.47%)	73.38%	543 (7.42%)	76.49%	1.58	00:01:19
5. HootSuite	233 (2.04%)	47.21%	110 (1.50%)	33.48%	3.87	00:04:06
6. Naver	121 (1.06%)	83.47%	101 (1.38%)	58.68%	2.12	00:01:12
7. reddit	77 (0.67%)	84.42%	65 (0.89%)	38.96%	2.82	00:01:21
8. Pinterest	75 (0.66%)	86.67%	65 (0.89%)	93.33%	1.17	00:00:21

Generate New Leads

Social media presents marketers with the opportunity to reach a continually growing audience. With the huge number of people now on social, it serves as a great tool to attract people into the top of your funnel, or to simply introduce them to your business for the first time.

Lead Generation Metrics

Metric	Definition	Why Track?
Click-Throughs	The number of clicks on a link within a post on a given social network	Clickable links drive our audience to our website, blog, or landing page
Gated Content Downloads	The total number of gated content downloads	Visitors who provide information in order to download our content are more likely to become customers as the content is already of interest to them
Conversion Rates	The percentage of users who take a desired conversion action	If our conversion rates are high, we are attracting the right audience and appropriately moving them through the sales funnel

Using Simply Measured Conversion Tracking, you can identify which social channels are driving more traffic to your website and which social channels are leading to higher conversion rates. If one of your network profiles has a significantly higher conversion rate than the others, this could be indicative of you reaching a more qualified audience while sharing relevant content specific to that audience.
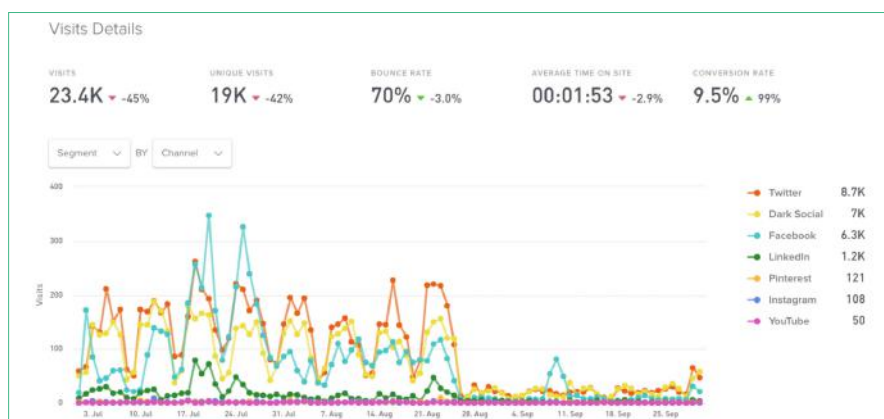
Grow Revenue

The dream of any social marketer is to provide evidence that their social marketing efforts is generating revenue for the business. With a social analytics solution, like Conversion Tracking, you can attach exact business value to your social efforts and identify which social channels are generating the most revenue.
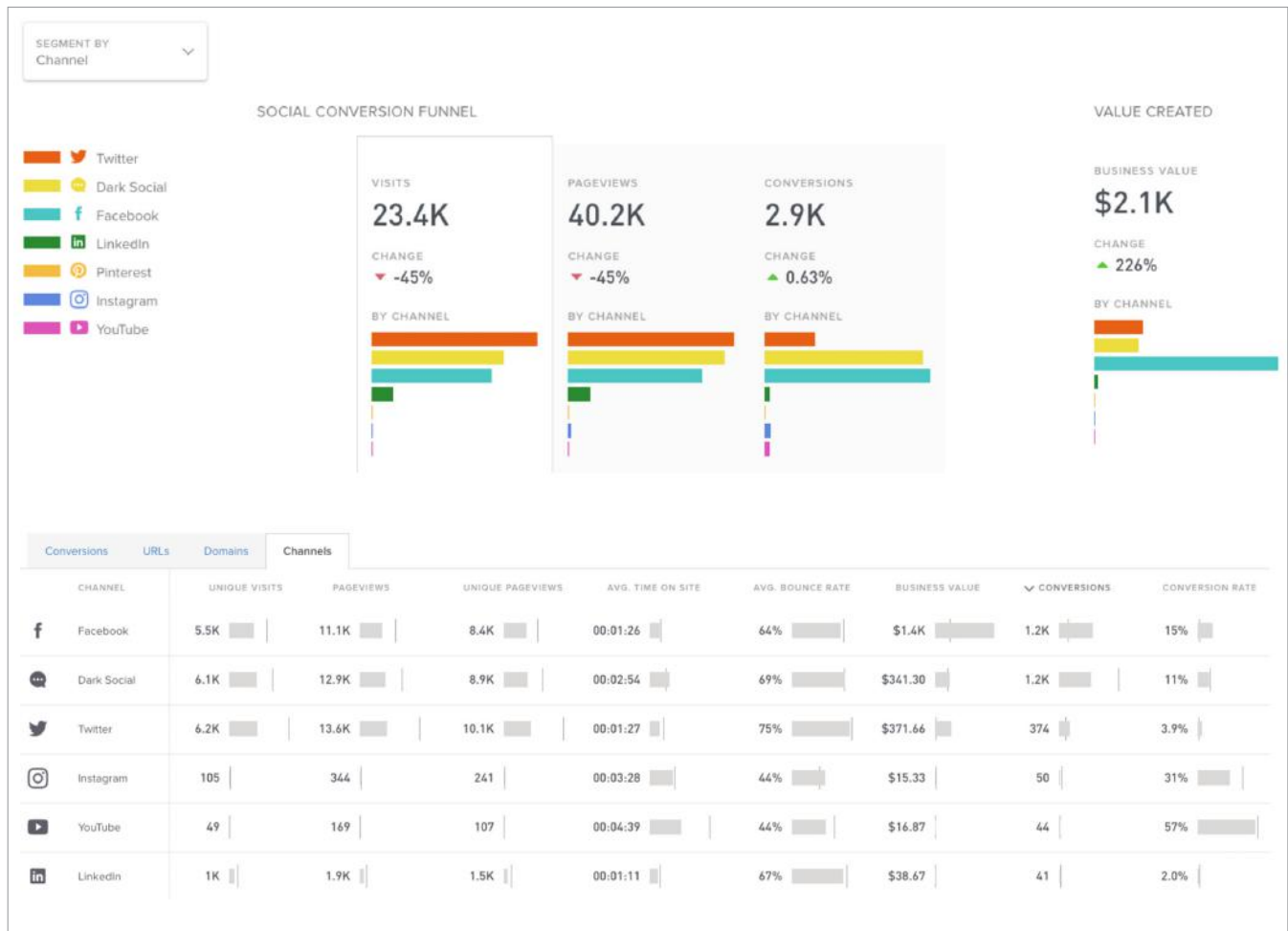
Objectives and Key Results

Seasoned marketers will always set clear objectives before planning or implementing a new social campaign. Objectives can vary greatly depending on the industry or the brand. For example, some brands want to tailor their campaigns to increase customer retention, while others are focused on amplifying reach in the marketplace. Your objectives can be fairly broad, but should be the guiding principle behind the rest of your campaign plan.

At Simply Measured, we use the Objective and Key Results (OKR) Method to identify broad objectives that are supplemented with specific, numbers-driven key results that align with our predetermined success metrics. These success metrics could reflect engagement metrics including shares, likes, and comments, or could focus on conversion tracking to determine business value of shared content. Here's what a social marketing objective could look like for your brand:

Objective	Key Result
Increase web traffic driven from social media during Q1 2018.	Increase unique page visits by 10% in Q1. Increase click-through rates on Facebook and Instagram posts between January and March 2018.

Your main objective above is to increase web traffic driven from social media. Success for this objective will be determined by the number of unique page visits and the click-through rates attributed to your selected social channels. Your key results should define what metrics you will analyze, what success looks like, and how you will determine if your campaign has positively impacted overall business objectives.

Organic Content or Paid Content?

The organic content you share on social has a tremendous impact on SEO and the community-building process around your network. Organic reach is dwindling with the amount of noise circulating the social space, however, meaning that the best social marketing campaigns are now supplementing their organic content with paid advertising. As you start planning for 2018, consider
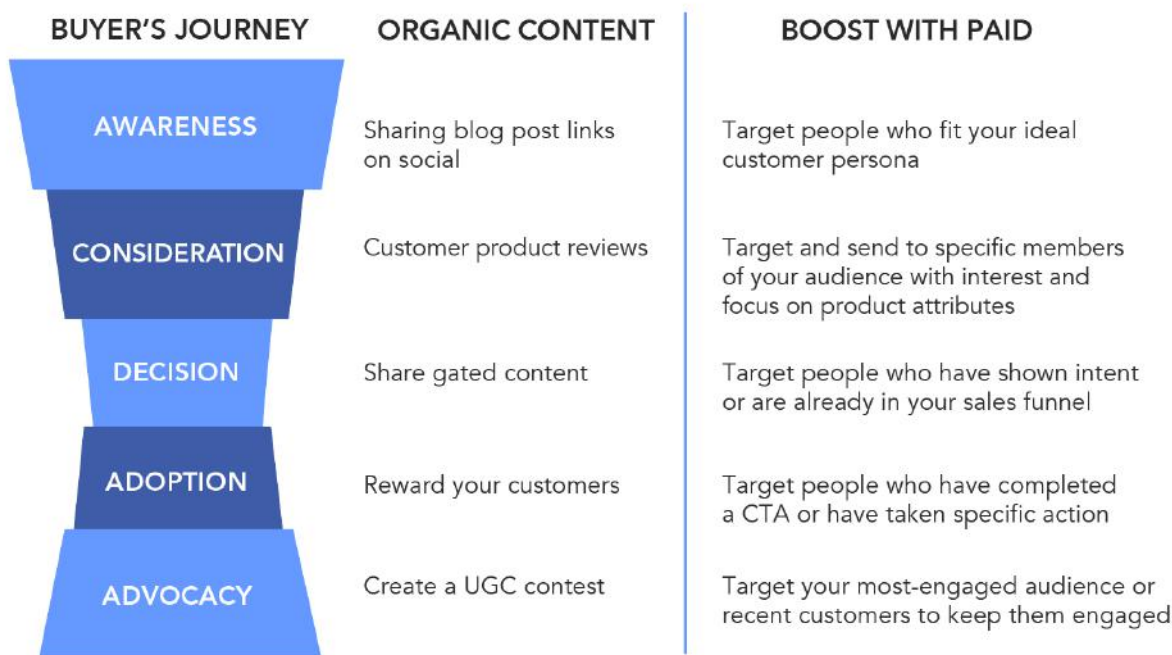
whether or not paid social will benefit your business. Let's dive into the difference between organic and paid social and how you can boost your organic efforts with a paid social strategy.

Organic Social

Using free tools provided by the social networks to share posts, respond to customers, and interact with your social community.

Paid Social

Paying to display adverts (text, image, video, carousel etc.) or sponsored messages to a specific group of social network users based on user profile.

BUYER'S JOURNEY	ORGANIC CONTENT	BOOST WITH PAID
AWARENESS	Sharing blog post links on social	Target people who fit your ideal customer persona
CONSIDERATION	Customer product reviews	Target and send to specific members of your audience with interest and focus on product attributes
DECISION	Share gated content	Target people who have shown intent or are already in your sales funnel
ADOPTION	Reward your customers	Target people who have completed a CTA or have taken specific action
ADVOCACY	Create a UGC contest	Target your most-engaged audience or recent customers to keep them engaged

While auditing your 2017 content, try to identify your most effective content pieces. Was there a specific blog post that performed better than others when you shared out on social? If so, would boosting that content with a paid advertisement make a significant impact on your lead generation or conversion rate? Organic content is essential and your archive of assets can still prove beneficial in the new year. Think of ways you can retarget or update your content to ensure that what you share on social is reaching your target market through the right channels— and don't be afraid to invest (or reinvest) in your top-performing posts.

A Detailed Plan

After you've determined your objectives and key results and have considered the role of organic and paid content, you can start building out a detailed plan that outlines your target audience, the type of content you will produce, where it will be shared, and any resources or budget you need to implement the plan.

To help make the campaign planning a bit easier, we've constructed campaign planning worksheets for social marketers to use that align with where their customers are in each stage of the buyer's journey.

This particular worksheet is specific for top-of-funnel marketing efforts during the awareness stage, and helps outline the specific goal of the campaign, which call to action to use, where to share content, the type of content being created, who are the target personas, and which social conversations to join.

Emerging Social Media Trends Going Into 2018

It is important for marketers to stay informed of emerging marketing trends. Doing so will not only enable you to diversify your content but will keep your business competitive in the over-saturated social media environment. Here is a list of emerging trends that you should consider as you plan your 2018 social marketing strategy.

Live Video

Live video has taken the social world by storm. Businesses are leveraging live video to build a stronger brand personality and engage with their customers in real time. A study from Livestream found some very compelling reasons why brands should find ways to engage with their audiences through live video. Here's what they found.

- 80% of people would rather watch a live stream video from a brand they follow than read that brand's blog.
- 82% of people would rather watch a live stream video from a brand they follow than read a social media post.
- People spend an average of 2.8 minutes watching standard videos, yet they spend 5 minutes on live streams.

Here are some examples of brands who are doing a stellar job at using live video to boost their brand presence on social media.

Virtual Reality

Virtual reality has the potential become an exciting marketing tool and reinvent the way marketers share information, demo products, and engage audiences. A survey from Greenlight VR found 71% of consumers feel that VR makes brands seem "forward-thinking and modern." In terms of brands' bottom lines, 53% of respondents said they are more likely to purchase from a brand that uses VR over a brand that doesn't.

Volvo gave their potential customers a virtual reality experience where they could virtually test drive and explore the inside of their XC90.

The North Face gave people the opportunity to test out winter gear by taking their customers on a virtual dog-sledding adventure.

Augmented Reality

The Pokemon Go app was the first introduction of AR into mainstream society, transforming users' real-life environments into a Pokemon playground. The app attracted 20 million daily active users and generated over $1 Billion in revenue.
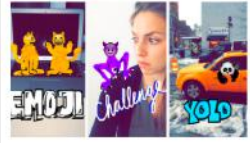
Bud Light is one of the first brands to try this and be successful. Their strategies includes a Bud Light man walking around and a gameface filter that allows fans to show support to their favorite sports teams.

IKEA jumped on the augmented reality bandwagon by creating an app that enables customers to place furniture in their own homes, so customers can choose the perfect pieces for every room. This gives the customer a "try before you buy" experience.

Augmented reality now enables marketers to alter their customer's real-life experiences. Snapchat was one of the first networks to adopt augmented reality into their platform. It started off organically with users seeing dancing hotdogs and their bitmojis dancing around. The most recent update allows brands to use the AR experience for paid lenses.

Ephemeral Content

The concept of sharing content that eventually will disappear, contradicts the traditional view for marketers to create content that is evergreen. Many brands are now using ephemeral content (disappearing content) as an important aspect to their overall marketing strategies, as it has proven to increase engagement and adds an element of authenticity to their brand.

Vanishing content has a certain appeal to customers who fear missing out on special deals or exclusive content. Brands are now leveraging ephemeral content to drive urgency and action from their audience.

Mashable not only provides an insight into life at the company, but allows followers to discover their artistic outlet and test their skills in weekly Snapchat challenges for a chance to be featured in Mashable's story.

Taco Bell uses ephemeral content on Snapchat to promote new product launches and to develop stories surrounding the customer experience of visiting the restaurant.

Instagram Stories: The New Leader of Ephemeral Content

Instagram Stories now boasts 300 million daily active users, surpassing Snapchat, which is often referred to as the pioneer of ephemeral content on social. If the growing user base isn't enough evidence for you, there are a number of ways Instagram Stories can benefit your business.

Easily Create Content: Your audience doesn't expect perfection with Instagram Stories, adding a level of authenticity and personality to your brand. While posting on Instagram may require the perfect lighting, a clever hashtag, and the right combination of filters, a good Story requires nothing more than an interesting moment and some creativity.

Abundant Features: Instagram Stories has tools for drawing, placing stickers, adding augmented reality filters, and now you can poll your audience to gain even more insight into the minds of your customers.

Market Testing: Instagram Stories provides a great platform for you to discover the types of content that truly speak to your audience. If your story gets a lot of positive replies or was watched all the way

through without dropping off, you might think of posting it permanently on your Instagram or adapt the content for a different channel.

Drive Traffic: Instagram offers the ability to add links to your Stories, making it easy to drive your audience to your website.

The vanishing nature of ephemeral content has historically made it troublesome for marketers to collect and analyze data. With Simply Measured Instagram Insights, marketers can evaluate the effectiveness of their Instagram Stories. Here are five metrics you can now track and analyze using Instagram Insights.

Instagram Saves

When an Instagram user saves your Instagram content—a photo, video, carousel, or even a sponsored post—he or she is saying, "I care about this. I don't want to lose this content/information, and I want to return to it later." An Instagram user's Saves live on their account profile under the Save icon, where the user can return to the content whenever he or she chooses. A user's Saves are private—only he or she can view these pieces of content. Knowing which of your content gets saved the most can help identify who within your audience has intent to purchase and which of your content resonates most.
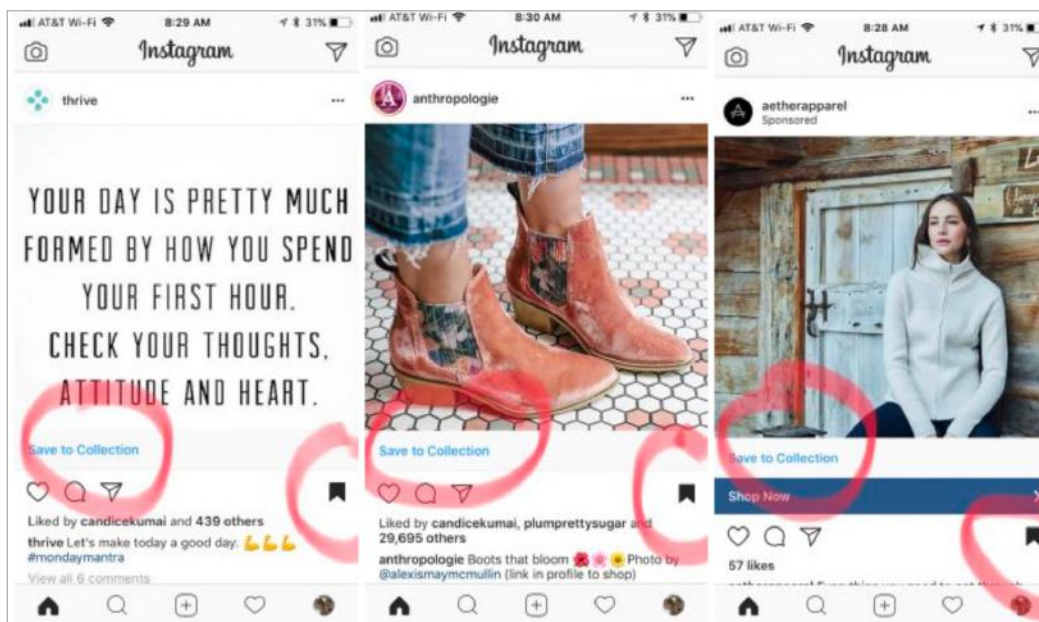
Instagram Stories Views

Instagram Stories are a great way to introduce flexibility, spread awareness about events and product launches, encourage audience interactivity, keep your brand top-of-mind (and top-of-feed), and even drive conversions to your website.

Instagram Engagement Rate (Stories and Feed)

The best way to calculate Instagram engagement rate is total engagement (including Instagram Stories views and post engagement) divided by total impressions (number of times these Stories and posts were seen). This will give you an accurate depiction of how many times per view you received interactions on your content. By tracking this rate over time, you'll be able to make engagement-driving improvements to your content, using this number as a North Star.

Instagram Stories Exits

If you are investing in Instagram Stories, and you know your Stories are being watched, are you able to determine how frequently they're being exited? What does that ratio (views to exits) look like for your brand? How can you improve the ratio? A high number of exits could mean:

- Your Instagram Stories are boring
- Your Instagram Stories promise something they don't deliver
- Your Instagram Stories don't align well with your brand
- You've chosen the wrong influencer(s) or brand(s) to partner with
- You haven't dialed in your visuals yet
- You haven't found a way to frame your product in a way that resonates for Instagram Stories
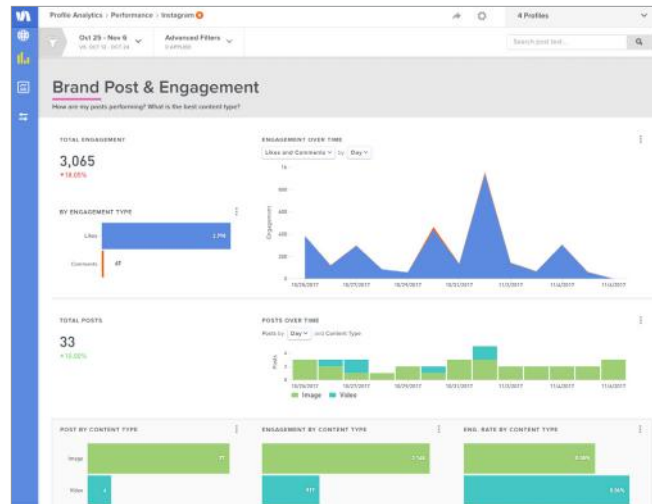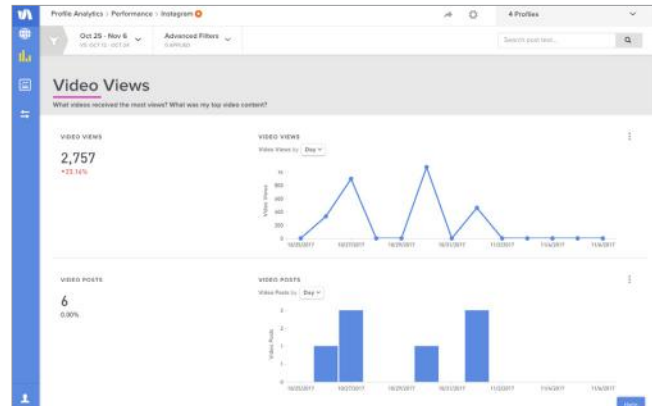
A high number of exits might also mean that you don't have a strong enough understanding of what your target audience wants to see on Instagram.

Instagram Stories Tap-Backs + Tap-Forwards

Not everything you post on your Instagram Stories is going to resonate with every person, every time. Your followers may be interested in some of the Stories you share, while being bored by others. A Tap-Back from a follower on your Instagram Story means they enjoyed your content enough to watch it again. A Tap-Forward means they lost interest and skipped right over that particular Story.
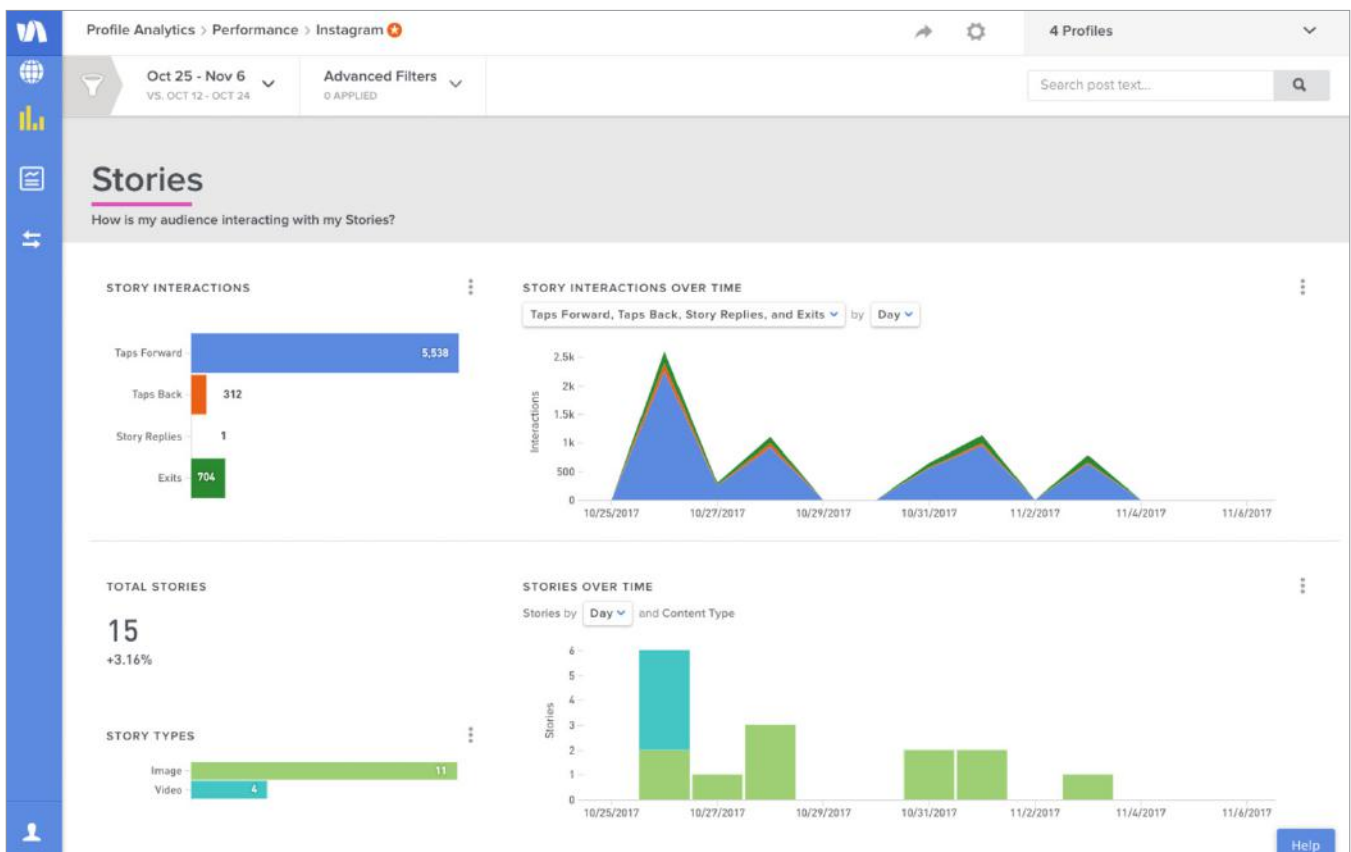
Gen Z: A New Generation of Consumers

By 2020, Generation Z will account for an astounding 40% of all consumers, according to Fast Company. and brands are quickly trying to figure out how to appropriately communicate to that demographic. There are definitely some major differences in the needs of this generation compared to previous generations, and they can often be attributed to the fact that Gen Z (those born after 1995) was immersed into a world with thriving technology and mobile devices. IBM's research on

Gen Z revealed some interesting facts:

- 74% of respondents spend most of their free time online
- 75% cite their smartphone as a "most frequently used device"
- 66% frequently use more than one digital device at the same time

For marketers, this means that our social strategies—and even all of our digital marketing efforts— must be optimized for mobile and multiple devices if we hope to reach this demographic. It has become important for businesses to adopt multiple social media profiles in order to reach the upcoming generation, who may be actively engaging in multiple profiles simultaneously, through different devices.

Marketing Messages Must Provide Value
Generation Z has developed an incredible ability to filter out unnecessary or irrelevant content from their lives, including advertising and other promotional content. Less than 25% of Gen Z has a positive perception of online ads, according to a report by Millward Brown. This generation wants brands to help them solve problems and make their lives simpler.

Get to the Point
The average attention span for Gen Zers is eight seconds, according to a study from Sparks & Honey. If you want this demographic to engage with you on social—or even stop to view your content at the very least—you need to get right to the point and provide value vast. Be upfront about why they should care and how it will either help them or entertain them.

Conclusion

As you start planning, be sure that your social media efforts continually support the goals of your business. Use the planning worksheets included in this guide to build your strongest social marketing plan and make an even greater business impact in 2018. The worksheets help you build content specific to where your audience is in their buyer's journey, to maximize the reach and influence of your branded messages.

This guide walked you through the initial steps of planning your social media marketing strategy for 2018. You learned how to track and measure the metrics that matter most to your business and establish objectives that align with overall business goals. You were also introduced to emerging trends in the social marketing industry with examples of brands who are excelling at implementing new technology and network capabilities.

You are now ready to start planning your 2018 social media marketing strategy. Good luck!

ABOUT SIMPLY MEASURED

Simply Measured is the world's leading full-funnel social analytics provider. We support and enable data-driven social marketers. Our passion? Exposing social media's total impact, from conversations to conversions. Our mission? Helping you generate actionable insights from social data—so you can do your job better, faster.

Want to try Simply Measured?

REQUEST A DEMO

Awareness Content Pre-Planning

Past Campaign Performance

Campaign Name
_____

The Goal of This   _____
Campaign Was to   _____

Top-Performing Content
Link_____
Total Impressions_____
Total Reach_____

Content Type
Owned
User-Generated
Live-Video

Office Culture
Service/Product-Specific
PR/News/Update
Customer Testimonial

Content Format
Video   Infographic
Photo   Link
GIF   Text-Only

Least-Performing Content
Link_____
Total Impressions_____
Total Reach_____

Content Type
Owned
User-Generated
Live-Video

Office Culture
Service/Product-Specific
PR/News/Update
Customer Testimonial

Content Format
Video   Infographic
Photo   Link
GIF   Text-Only

Goal Achieved
        Yes
        No

What Worked and Why?

_____
_____
_____
_____

What Didn't Work and Why?

_____
_____
_____
_____

Awareness Content Planning

Campaign Name

_____

The Goal of This
Campaign Is to

_____

_____

Social Channel
Facebook
Instagram
Twitter
Pinterest
YouTube
Snapchat
Other_____

Call to Action
Subscribe to Newsletter
Like / Follow Us
Learn More
Share Now
Comment Now
Visit Website

Content Format
Video
Photo
GIF
Infographic
Link
Text-Only
Other_____

Content Type
Owned
User-Generated
Live-Video
Office Culture
Service/Product-Specific
PR/News/Update
Customer Testimonial

Resources Needed
1._____
2._____
3._____
4._____
5._____

Social Conversations to Join
_____
_____
_____
#_____
#_____

Awareness Tactic
Interact with Users
Join Popular Social
Conversations
Evoke Emotional
Response
Survey / Poll / Contest

Target Persona(s)
Primary _____
Secondary_____
Other_____

Success Metrics
Impressions
Reach
Shares
Likes
New

Goals
Impressions_____
Reach_____
Shares_____
Likes_____
New Follows_____

Date to be Completed_____

Campaign Launch Date_____

Campaign End Date_____

Estimated Budget_____

Consideration Content Pre-Planning

Past Campaign Performance

Campaign Name
_____

Product/Service Promoted
_____

The Goal of This
Campaign Was to   _____

_____

Top-Performing Content
Link_____
Total Clicks_____
Total Likes_____
Total Shares_____
Total Follows_____
Total Interactions_____

Content Type
Owned
User-Generated
Live-Video
Product Review

Product Demonstration
Lifestyle
Company /Business
Information

Content Format
Video   Advertisement
Photo   Link
GIF   Text-Only

Least-Performing Content
Link_____
Total Clicks_____
Total Likes_____
Total Shares_____
Total Follows_____
Total Interactions_____

Content Type
Owned
User-Generated
Live-Video
Product Review

Product Demonstration
Lifestyle
Company /Business
Information

Content Format
Video   Infographic
Photo   Link
GIF   Text-Only

Goal Achieved?
Yes
No

What Worked and Why?
_____

_____

_____

_____

What Didn't Work and Why?
_____

_____

_____

_____

Consideration Content Planning

Campaign Name _____

The Goal of This Campaign Is to _____
_____

Product / Service to Promote
_____

Top 3 Product/Service Features
1._____
2._____
3._____

Social Channel
- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- Snapchat
- Other_____

Call to Action
- Add to Cart
- Add to Wishlist
- Download Coupon
- See Related Products
- Visit Website
- Other_____

Target Persona(s)
Primary_____
Secondary_____
Other_____

Resources Needed
1._____
2._____
3._____
4._____
5._____

Keywords/Hashtags to Use
#_____
#_____
#_____
#_____
#_____

Content Type
- Owned
- User-Generated
- Live-Video
- Product Review
- Product Demonstration
- Lifestyle
- Company/Business Information

Content Format
- Video
- Photo
- GIF
- Advertisement
- Link
- Text-Only

Success Metrics
- Clicks
- Likes
- Shares
- Follows
- Interactions
- Other_____

Goals
Clicks_____
Likes_____
Shares_____
New Follows_____
Interactions_____
Other_____

Date to be Completed_____
Campaign Launch Date_____
Campaign End Date_____
Estimated Budget_____

Intent Content Pre-Planning

Past Campaign Performance

Campaign Name

_____

The Goal of This
Campaign Was to

_____

_____

Top-Performing Content

Link_____

Total Web Sessions_____

Total URL Shares_____

Total Page Views_____

Avg. Time On Site_____

Other_____

Content Type

Owned

User-Generated

Live-Video

Special Offer

Coupon

How To

Customer Review

Other_____

Content Format

Video

Photo

GIF

Advertisement

Link

Text-Only

Least-Performing Content

Link_____

Total Web Sessions_____

Total URL Shares_____

Total Page Views_____

Avg. Time On Site_____

Other_____

Content Type

Owned

User-Generated

Live-Video

Special Offer

Coupon

How To

Customer Review

Other_____

Content Format

Video

Photo

GIF

Advertisement

Link

Text-Only

Goal Achieved?

Yes

No

What Worked and Why?

_____

_____

_____

_____

_____

What Didn't Work and Why?

_____

_____

_____

_____

_____

Intent Content Planning

Campaign Name   The Goal of This   _____
_____   Campaign Is to   _____

How We Are Creating   _____
Value for Our Customer   _____

Our Top 3 Competitors   **What Makes Our Product/Service Unique?**   **Target Persona(s)**   **Call to Action**
1._____   1._____   Primary_____   View Customer
2._____   2._____   Testimonials
3._____   3._____   Secondary_____   Visit Website
                                                                                                                 Buy Now
                                                                              Other_____   Chat Now
                                                                                                                 Contact Us
Resources Needed   **Social Channel**   **Content Type**   Claim Your Reward /
1._____   Facebook   Owned   Coupon   Discount
                                     Instagram   User-Generated How To   Other_____
2._____   Twitter   Live-Video   Customer Review
                                     Pinterest   Special Offer Other_____
3._____   YouTube
                                     Snapchat
4._____   Other_____   **Content Format**
                                                                   Video   Advertisement
5._____   Photo   Link
                                                                   GIF   Text-Only

Success Metrics   **Goals**
    Web Sessions   Web Sessions_____
    URL Shares   URL Shares_____   Date to be Completed_____
    Page Views   Page Views_____   Campaign Launch Date_____
    Time on Site   Avg. Time on Site_____   Campaign End Date_____
    Other_____   Other_____   Estimated Budget_____

Conversion Content Pre-Planning

Past Campaign Performance

Campaign Name
_____

The Goal of This   _____
Campaign Was to   _____

Top-Performing Content

Link_____
Total Likes_____
Total Shares_____
Total Clicks_____
Other_____

Content Type
Owned
User-Generated
Educational
Special Offer

Coupon
How To
Discount Code
Other_____

Content Format
Video   Advertisement
Photo   Link
GIF   Text-Only

Least-Performing Content

Link_____
Total Likes_____
Total Shares_____
Total Clicks_____
Other_____

Content Type
Owned
User-Generated
Educational
Special Offer

Coupon
How To
Discount Code
Other_____

Content Format
Video   Advertisement
Photo   Link
GIF   Text-Only

Goal Achieved?
Yes
No

What Worked and Why?
_____
_____
_____
_____
_____

What Didn't Work and Why?
_____
_____
_____
_____

Conversion Content Planning

Campaign Name

_____

The Goal of This
Campaign Is to

_____

_____

What are we doing to delight
our current customers?

_____

_____

Social Channel
Facebook
Instagram
Twitter
Pinterest
YouTube
Snapchat
Other_____

Resources Needed
1._____
2._____
3._____
4._____
5._____

Content Type
Owned   Coupon
User-Generated   How To
Educational   Discount Code
Special Offer   Other_____

Content Format
Video   Advertisement
Photo   Link
GIF   Text-Only

Special Offers / Deals We Can Include
1._____
2._____
3._____
4._____
5._____

Target Persona(s)
Primary_____

Secondary_____

Other_____

Success Metrics
Interactions
Likes
Shares
Clicks
Other_____

Goals
Interactions_____
Likes_____
Shares_____
Clicks_____
Other_____

Date to be Completed_____

Campaign Launch Date_____

Campaign End Date_____

Estimated Budget_____