







SOCIAL MEDIA ROAD MAP

- ✓ PICK AND CUSTOMIZE ACTIVITIES
- ✓ GET UP AND GOING IN 30 DAYS
- ✓ TRACK RESULTS IMMEDIATELY

STEP 1 WHAT'S YOUR LOCATION?	I NEED THAT
Intake Session: Review Your Current Marketing Strategies, Value Proposition, Goals, Etc.	✓
Competitor Review: What are Your Competitors Doing and Saying Online?	✓
Landscape Analysis: Who is saying what? Who are the influencers?	✓
STEP 2 HOW WILL YOU GET THERE?	I NEED THAT
Social Media 101: A Review of Key Digital Platforms and How They Work:	✓
Best Practices: What are Successful Brands Doing Online and How Can You Emulate Them?	✓
Your Voice: What will be Your Online Voice and Key Messages to Communicate?	✓
STEP 3 GET ON THE ROAD	I NEED THAT
Plan Integration: Are Your Social Media Activities Strategic and Aligned to Your Current "Off-Line" Marketing Strategy?	✓
30-Day Launcher: Establish and Develop Content for 30 Days (Limit to 3):      	✓
STEP 4 GO FARTHER	I NEED THAT
Mobile Device Review	✓
Company Blog Page	✓
SEO Recommendations	✓
Photo and Video Library	✓