



STRATEGY GUIDE



YOUR SOCIAL MEDIA JOURNEY

CHECK OFF WHICH STAGE YOU'RE AT **NOW!** TODAY'S DATE _____

Beginner / Not sure what I am doing

Post 2-3x Per Week

Impactful & Wise Owl (posting 5-12x per week)

WHERE DO YOU WANT TO BE IN **3 MONTHS?**

TARGET DATE _____

Getting Feet Wet / Post 3-5x Per Week

Impactful / Posting 5-12x Per Week

Top Value & Converting Posting 14-21x Per Week

WHERE DO YOU WANT TO BE IN **6 MONTHS?**

TARGET DATE _____

Still Getting Feet Wet / Post 4-7x Per Week

I am tired but Impactful / Posting 14-21x Per Week

WOW - I am an expert / Posting 21-28x Per Week

PLATFORMS I WILL USE: (FACEBOOK, TWITTER, LINKEDIN, ETC)

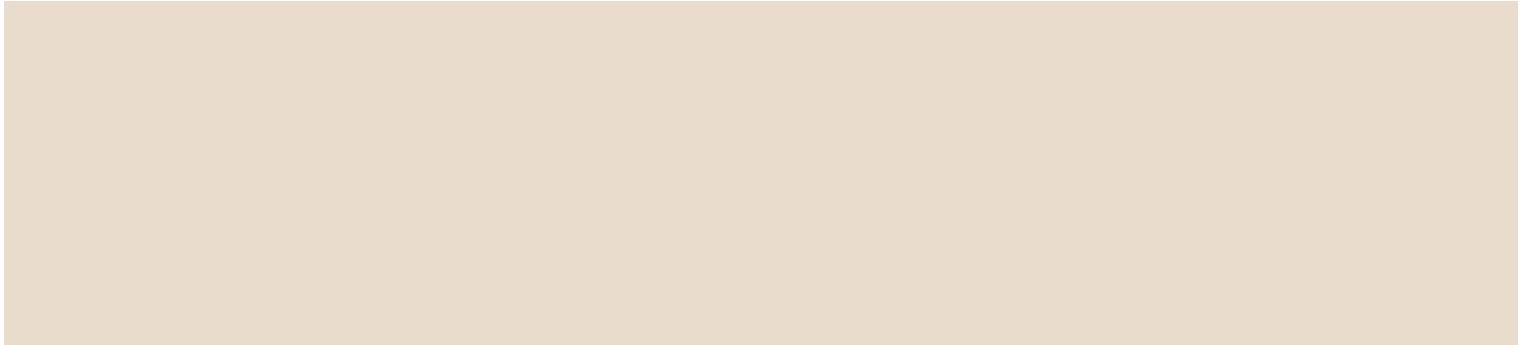


30-DAY SOCIAL MEDIA CALENDAR – THEME IDEAS

MEMES	QUESTION OF THE DAY	QUICK TIP	ARTICLE	INFO-GRAPHIC
Who doesn't love a good meme? Bonus points if it's relevant to your niche/industry	Ask your followers a question about their vehicles. Advice for you starting to blog	Tips and hacks for in the auto biz – weather related appraisals of old vehicle, etc	Post articles from industry w/link	Industry related graphic
QUOTE	VIDEOS	ANNOUNCEMENTS	BLOG POST	SOCIAL ONLY PROMO
Written out quotes or graphics w/quotes.	GIFs, funny videos, inspirational videos, etc	Business news, updates about you and LHM or auto biz (2019 have arrived)	Start a blog on car biz	Offers on your services that are only for your social media followers
FREEBIES	ENCOURAGEMENT	BEHIND THE SCENES	CALL TO ACTION	BRANDED GRAPHICS
Create downloadable checklist for your social media followers – need to think about this one	Words of encouragement for your followers	Images of your workspace, projects, events, etc	Get followers to sign up for your email newsletter, read your blog post, get deals or sign up for quote/review	Visually appealing graphics with your watermark
CURRENT EVENT	INSPIRATION	PERSONALITY	LONGER ANECDOTES	HOMEWORK ASSIGNMENT
Celebrate the holiday, and other current events	Inspiration for yourself and followers	Include a bit of yourself in your social media by sharing little quips	Stories, longer tips and other longer status updates	Offer up a homework assignment to help your clients
LISTICLES	CURATED CONTENT	PRODUCTS/SERVICES	READER SURVEYS	GIVEAWAYS
Fun listicles from Buzzfeed or informational ones	Helpful links and blogs from other bloggers and reputable sources	Share info about your services/products that you're offering	Get follower input on your blog/biz	Give away prizes (koozies, pencil light, etc) in exchange for likes/followers
TB THURSDAY	NON-BLOG PROMOS	CONTEST/GAMES	LIVE VIDEO	HOLIDAY MEMES
Find a picture of yester year of insurance biz or a commercial even a pic of you	Webinars, Twitter chats, or collaborations you are working on	Caption this photo, games, phone contest, challenges, etc	Start a weekly video chat with experts (mechanic, insurance agt, etc) giving tips. 5 mins or less	Everyone enjoys a good Halloween custom or family Thanksgiving recipe

YOUR SOCIAL MEDIA VISION & GOALS

YOUR VISION FOR 2019



YOUR SOCIAL MEDIA GOALS PER QUARTER FOR 2019

1st Quarter (January - March)

2nd Quarter (April - June)

3rd Quarter (July - September)

4th Quarter (October - December)

INTERESTED PLATFORMS / SERVICES I MAY WANT TO USE IN 2019 TO GROW MY BUSINESS

FACEBOOK ADS	PROJECTED BUDGET	<hr/>
LINKEDIN ADS	PROJECTED BUDGET	<hr/>
TWITTER ADS	PROJECTED BUDGET	<hr/>
INSTAGRAM ADS	PROJECTED BUDGET	<hr/>
SALES FUNNEL	PROJECTED BUDGET	<hr/>
BLOGGING	NEWSLETTER	EMAIL MARKETING
EVENTS TO PROMOTE MY BUSINESS	BOOKKEEPING SERVICE	<hr/>
DATA RESEARCH FOR COMPLETE ANALYSIS OF NICHE & COMPETITORS		
WEBINARS	ADMINISTRATIVE SERVICES (CALENDAR/EMAIL MANAGEMENT)	
COURSE CREATION	FACEBOOK/LINKEDIN GROUP MANAGEMENT	
GRAPHIC & CONTENT DESIGN	WEBSITE DESIGN/MANAGEMENT	
PERSONALIZATION & THANK YOU CARDS	SET UP SM SCHEDULING TOOL / CRM PLATFORM	
HIRE VIRTUAL ASSISTANT/BUSINESS PARTNER TO HELP ME!!		