



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 _____

☐ LINKEDIN ADS PROJECTED BUDGET _____

☐ TWITTER ADS PROJECTED BUDGET _____

☐ INSTAGRAM ADS PROJECTED BUDGET _____

☐ SALES FUNNEL PROJECTED BUDGET _____

☐ BLOGGING ☐ NEWSLETTER ☐ EMAIL MARKETING

☐ EVENTS TO PROMOTE MY BUSINESS ☐ BOOKKEEPING SERVICE

☐ 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!!**