

Angelic Miller

Social Media Management

CONTENT INCUBATOR

AMPLIFY
YOUR BRAND'S
VOICE TODAY!

5 Steps to Start
Creating Your Social Media Strategy

WWW.ANGELICAGMILLER.COM

Frustrated & Overwhelmed

Are you feeling like you're always working on social media and not working your business properly? Stop the madness with five helpful steps to get you back on track!

Angelica G Miller

The Five Steps

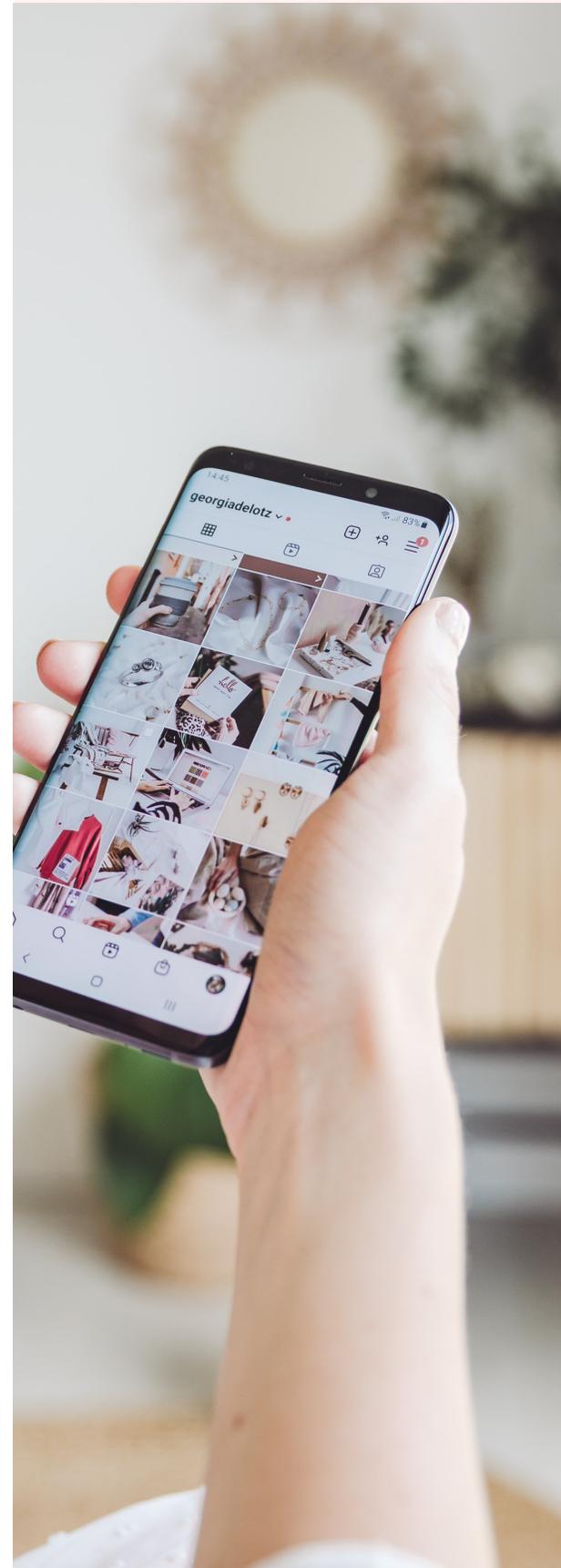
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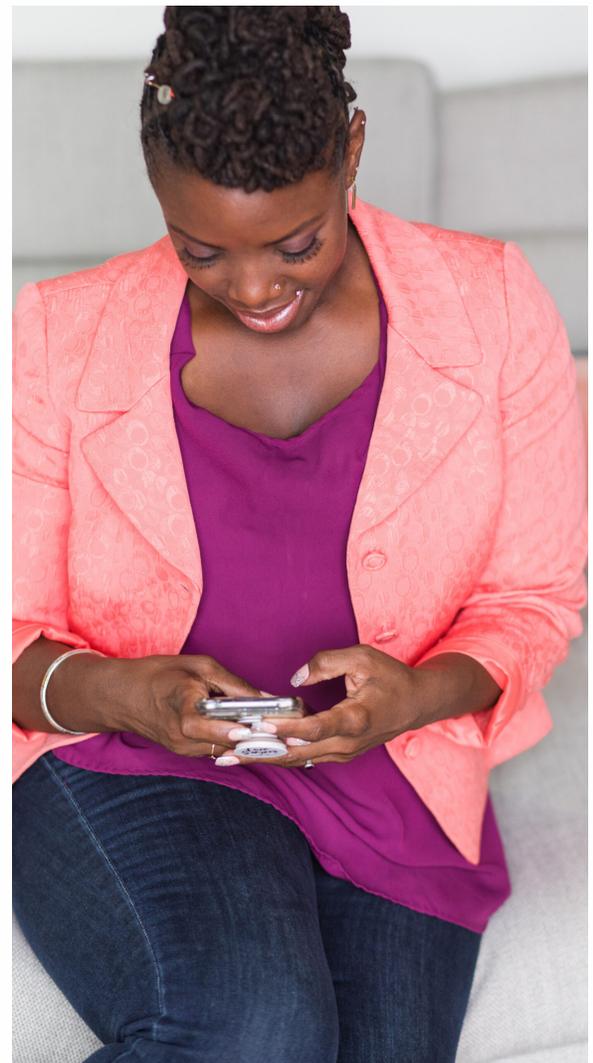
Mission

The vision and mission you have for your company is so important. Your mission statement is your north star to keep you focused on what's important to your clients and organization

Your mission will help you weed out the things that are not necessary for your brand's growth and contribution to your clients.

Remember to think about these 4 questions when creating or tweaking your mission statement.

- What does your organization do?
- How do you serve your ideal client?
- Who's your ideal client?
- What problem is your organization solving?



Mission Statement

In the space below write out your mission statement. Even if you have one take a moment to do this exercise to see if you need to make any small tweaks.



Social Media Goals

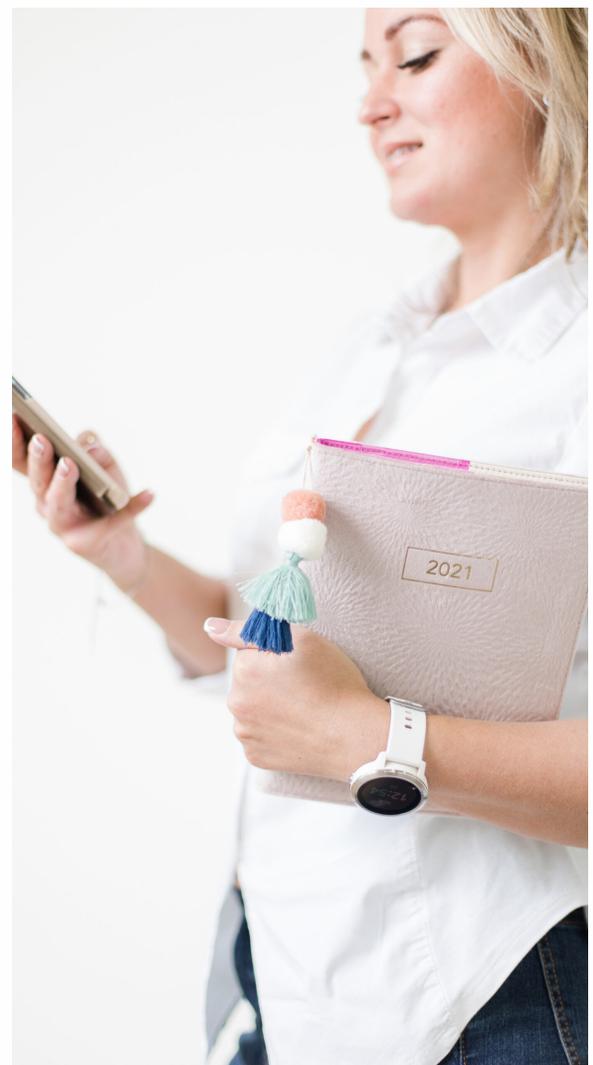
When it comes to your social media goals, knowing what you're trying to accomplish is the first step.

Are you trying to create brand awareness?

Are you trying to increase engagement?

Are you trying to send traffic to your website?

Are you trying to get your ideal avatar to take action (convert); sign-up for a course/training, purchase or download a product?



Social Media Goals

Add your social media goals.



Social Media Strategy

Now it's time to decide which platform(s) you plan to use over the course of a year. You can choose one or a combination.

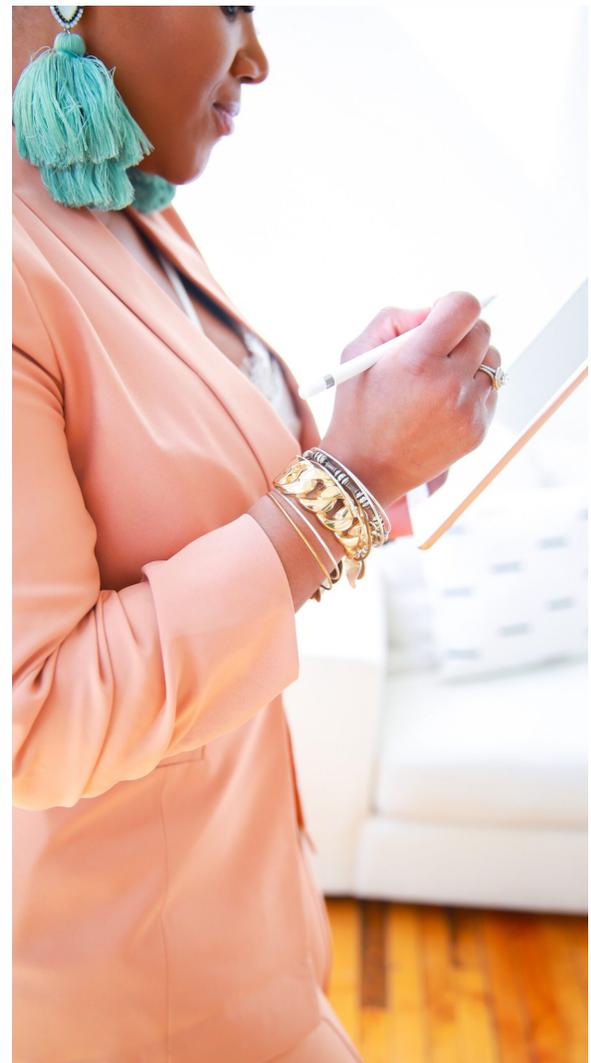
Keep in mind you must know who you're serving to make a good decision about which social media channel to use going forward.

Some things to think about when deciding

- Research the difference of each platform to understand how they will serve your brand.
- What platform are you most excited about using?
- Where does your ideal client hangout?
- Does the platform align with your goals and mission?
- Does the platform fit into your demographics?
- Research other platforms in your industry.
- What message are you trying to convey about your brand?
- What features do you like on each platform (examples: interaction, shops, ads, live, reels, etc)?

Remember you have to commit to being consistent in whatever platform you choose.

Write down your thoughts on the next few pages.



Know Your Customer

As you're going through this entire process, make sure you keep your ideal client in mind.

- Pain Points
- Goals
- Where they hang out on social media
- Occupation
- Gender
- Age
- Family Status
- Income
- Education

The more you know about your ideal client the better!



Social Media Strategy

Take some time to research each platform to make a better decision on how you will use one or all to amplify your brands message.

Facebook



Instagram



Linkln



Social Media Strategy

Take some time to research each platform to make a better decision on how you will use one or all to amplify your brands message.

TikTok



Twitter



Other



Products, Services & Media Collaborations

It's very important when you're planning your social media strategy that you take a good look at your products, services and media collaborations.

Doing this will give you a good foundation on what you should be talking about and promoting throughout the year.

Here are some questions to ask yourself when you start compiling your list.

What products are you going to sell?

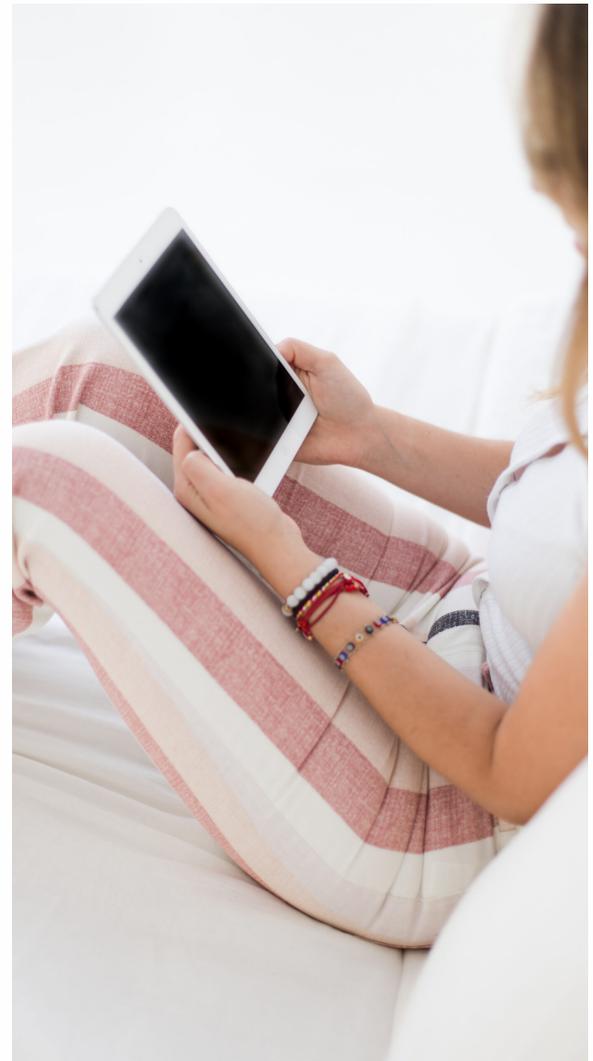
What services are you offering?

What events are you launching?

What workshops or masterminds are you offering?

What media collaborations are you wanting to do?

This is also a good time to remove items that are no longer serving your brand.



Products, Services & Media

In the next 12 months what products or services are you launching and selling? What media collaborations are you planning?

Products



Services (workshops, webinars, coaching programs, etc.)



Media Collaborations (interviews, speaking engagements, etc.)



Planning Your Engagement

You have committed to a social media platform(s). You know your goals and what products and services you're promoting. You also have a list of media outlets you want to collaborate and engage with to amplify your message.

Let's take all of that and create your plan for the next 90 days. If you're really ambitious you can plan the next 12 months.

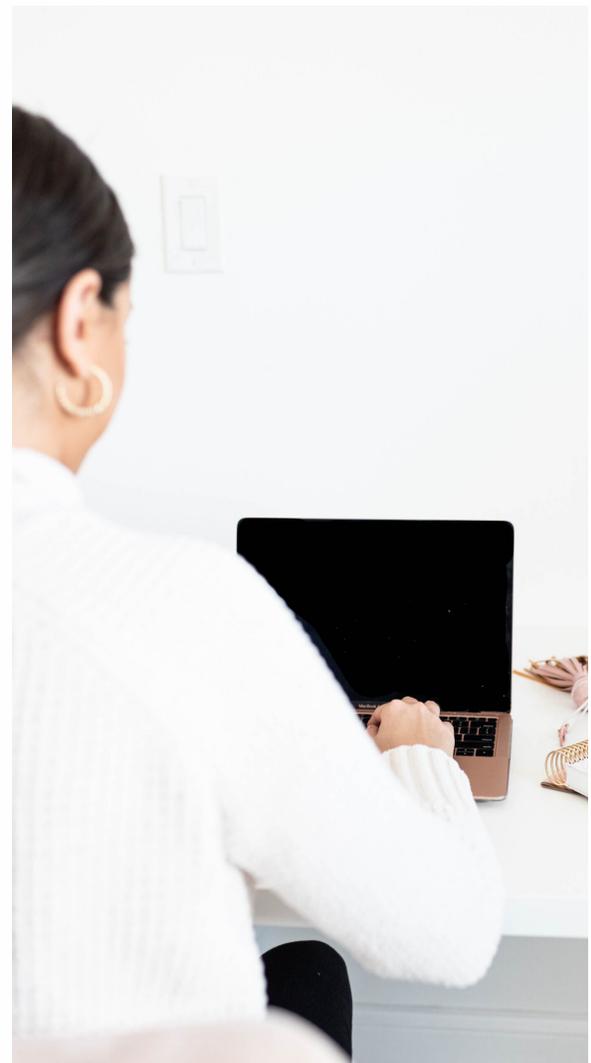
Remember your social media strategy is a living breathing document and will change at times. Having a plan in place will keep you focused and allow you to pivot when necessary.

This also helps your entire team stay focused on the objectives for the year. Together, you will have a better idea, of what content, ads, funnels, graphics, webinars, videos, etc. that need to be created in advance.

Things to think about incorporating in your plan:

- Live or pre-recorded positioning content
- Awareness content
- Lead generation content
- Sales content
- Ads (if you have the budget)
- Quotes
- Challenges
- Behind the scenes content about you and your team

On the next page, decide which days of the week you will discuss your PSMs in each of these categories. You already have your awesome content to fill your social media schedule for the next 3 months.



Planning Your Engagement

Subject	Product	Day(s) of the Week
Awareness		
Lead Generation		
Positioning		
Sales		
Challenges		
Quotes		
Misc.		

Planning Your Engagement

Subject	Service	Day(s) of the Week
Awareness		
Lead Generation		
Positioning		
Sales		
Challenges		
Quotes		
Misc.		

Planning Your Engagement

Subject	Media	Day(s) of the Week
Facebook Live		
Podcast		
YouTube		
Publication		
Blog		
LinkedIn Video		
Misc.		

Tools

Here's the fun part, deciding what tools you will use to pull everything together. Don't let this overwhelm you if you're not tech savvy.

Start where you're at and build as you go or you can hire someone to manage creating and scheduling your content.

Here's a list of some of the tools we like but go with what feels right and suites your organization.

- Project management tool; Trello, Asana, ClickUp, Excel, Google Docs, etc
- Graphics; Canva
- Scheduling; Buffer, Hootsuite, Loomly, SocialBee, etc.

Don't forget your budget when deciding on which tools fit your needs.





Our Mission

I am Angelica G Miller, a Social Media Strategist. Our team is here to serve women who are online creatives, coaches and consultants amplify their voice by telling their brands story in their authentic voice to capture the attention and hearts of the audiences they serve.

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