

 BEMORESOCIAL.CO.UK



THE FIVE FUNDAMENTAL SOCIAL MEDIA MUST DO'S

WEBINAR
WORKBOOK

Rik





FUNDAMENTAL ONE

OUTLINE YOUR MARKETING GOALS

*“IF YOU DON’T KNOW WHERE
YOU ARE GOING, ANY ROAD WILL
GET YOU THERE.”*

WHERE DO YOU WANT TO BE?

OBJECTIVES: WHAT IS IT?

OUTLINE YOUR GOALS: WHAT ARE THEY?

SMART

S - SPECIFIC

M - MEASURABLE

A - ACHIEVABLE

R - RELEVANT

T - TIME-ORIENTATED





FUNDAMENTAL TWO

DEVELOP YOUR VALUE PROPOSITION

POST WITH PURPOSE

WHAT DO YOU FIX?

HOW DO YOU WANT TO BE PERCEIVED?

HOW DO YOU WANT TO TELL THEM?





FUNDAMENTAL THREE

INBOUND

SOCIAL PROOF

WHAT ARE YOUR THEMES?

IDENTIFY YOUR PILLARS?





FUNDAMENTAL FOUR

OUTBOUND

SOCIAL LISTENING

PLATFORMS OF CHOICE?

IDENTIFY YOUR KEYWORDS?

DEFAULT TIME?





FUNDAMENTAL FIVE

TEST & MEASURE

STAY FOCUSED ON WHAT WILL
MAKE THE BIGGEST IMPACT

	REACH / IMPRESSIONS				
	DAY ONE	DAY TWO	DAY THREE	DAY FOUR	DAY FIVE
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	-----	-----	-----	-----	-----
OTHER 1	-----	-----	-----	-----	-----
OTHER 2	-----	-----	-----	-----	-----





NOTES

KEEP THEM COMING

A series of horizontal dashed yellow lines for writing notes.



