2024
SOCIAL MEDIA PLANNER

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Introduction

Social media has completely changed the game when it comes to marketing your business.

If your business isn't on social media, you're missing out on some huge opportunities for lead generation, growing your online community, increasing sales & nurturing your clients.

We know it can be overwhelming and a little intimidating. The platforms are always changing. It seems like there is a new trend, feature or algorithm update every week!

But when you are strategic with your marketing and plan and implement in advance, you can serve your clients better and grow your business, without feeling completely overwhelmed.

We're here to help you do exactly that. We want to see you succeed and social media is one of the quickest and most accessible ways to do that.
In this planner, we'll run you through how to plan strategically to make sure you're reaching your business goals.

Trying to build a brand on social media without a defined strategy will waste time and money.
You'll find yourself just posting for the sake of it and as a result, seeing little return for your efforts.

We'll show you how to build a strong organic presence, save time, use social media to reach your goals, target the right audience, be more creative and position you as the expert in your field.

We couldn't have made it simpler, so let's get started!

Amber Allen

A goal without a plan
is just a wish…

Planning

When planning we like to start with the end in mind.
What's the objective?

What is it you're trying to achieve.
Marketing isn't always about getting leads and making sales - though these can be important objectives - you can include goals that relate to recruitment, brand awareness and nurturing your existing clients as well.

Review your business goals and then consider how the following objectives might support the outcome.

- Traffic to website
- Leads and sales
- Brand awareness and positioning
- Recruitment
- Growing email database
- Building an online community

Next work out, how you're going to do this. For example:
- Drive traffic to your website or a landing page
- Ask people to join your Facebook group
- Create a post people can engage with, save or share

'Social' Media
Be real and authentic. The real
results come when you've
built a relationship with your
online community

~ Amber Allen

Ideal Clients

Who are your ideal clients?

If your answer is 'Everyone!' chances are you're wasting your time and money and your content and targeting will be off the mark.

Not defining WHO you serve is a common and costly mistake made by many business owners, so don't feel that you are alone on this.

While it's easy to think that everyone
needs your product or service, in reality that's not really true.

By trying to serve everyone, you end up doing a disservice to the people that need you most.
The products, services and content you create won't resonate with your audience, and you'll continually find you're attracting the wrong audience & clients.

You must develop a clear picture of who your customers/ideal clients are, the more detailed the better. Truly understand who they are and what beliefs, values, ideas and issues matter to them and be able to solve their needs/problems.

Need help?
Download "*Who is your Ideal Client*" here.

Practice what
you post

~ Bossbabes

Content

Once you know who your Ideal Clients are and what they need to know from you to make a purchasing decision, you can start creating content that they are most interested in that provides them with:
Solutions to their problems
Insights
Sneak peeks
Support
Something entertaining d laugh, etc.

There are 5 key types of content that you need to be sharing:

1. Your Story
2. Expert Advice
3. Your Values
4. Info about Products and/or Services (Promo)
5. Your Personality

Sharing these 5 types of content will ensure you are consistently:

- Attracting customers
- Increasing conversions
- Promoting without selling
- Earning brand loyalty
- Growing your influence

Our Social Media Planner includes suggestions of the content these types.

"You can't manage what you don't measure"

~ Peter Drucker

Insights

Social media insights are information about your audience from your social media channels - Facebook, Instagram and LinkedIn for example.
This information helps business owners develop a deeper understanding of their audience.

Tracking and reviewing your social interactions online allows you to:
- Analyse your audience behaviours
- Understand consumer habits & interests
- And helps you to create effective marketing campaigns

Insights can include key audience demographics, like gender, age, and location. Moreover, they can be more complex KPIs that show how your followers feel or interact with your social media content.

All social media platforms will provide you with insights, as will any third party tools you use - like Linktree for example. We recommend you review these every month at a minimum.

The right insights will give you a roadmap that directs you to improve your social media marketing efforts for impactful results.

Our Social Media Planner has a section for recording and tracking insights that are essential to your business growth.
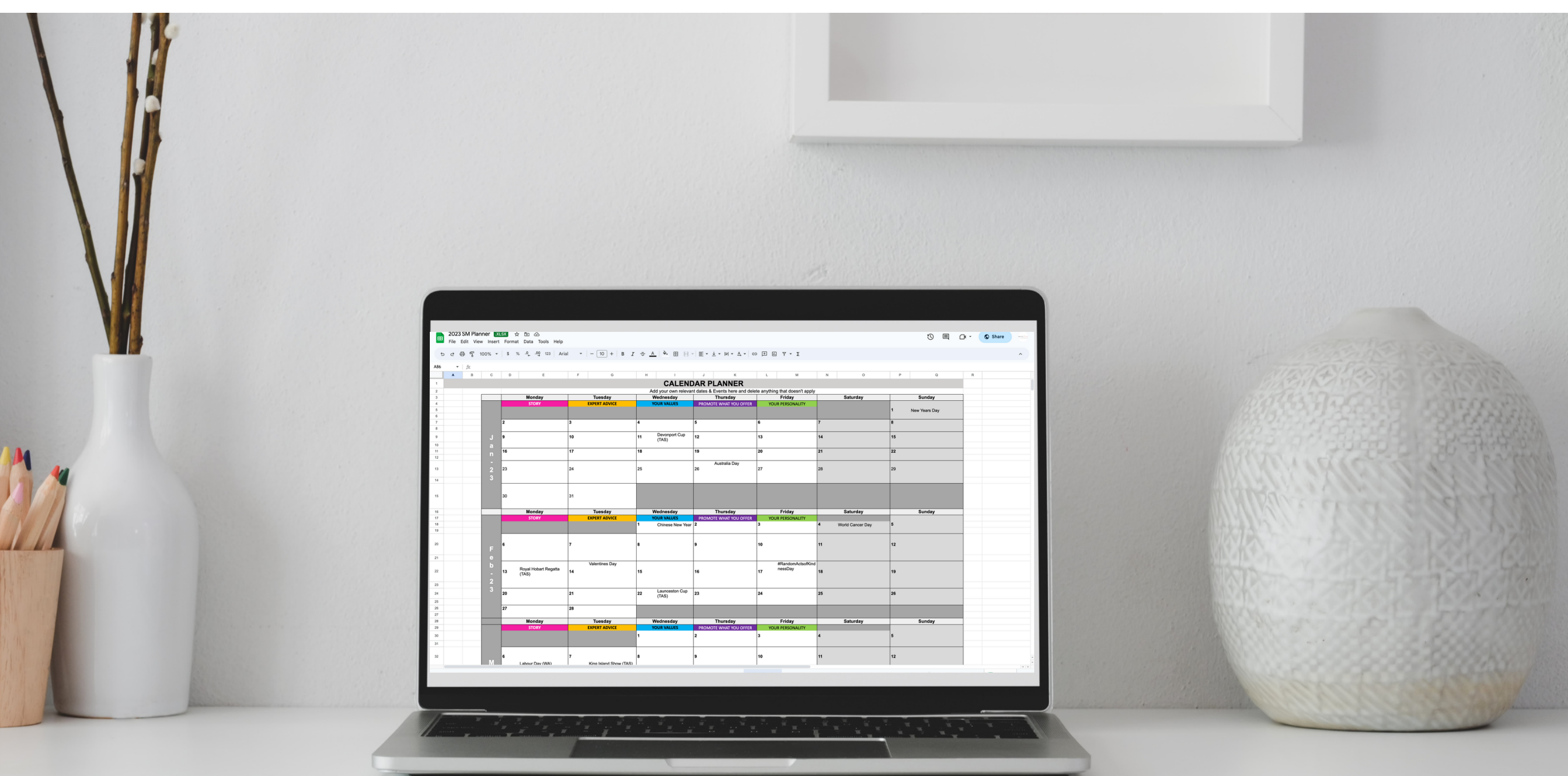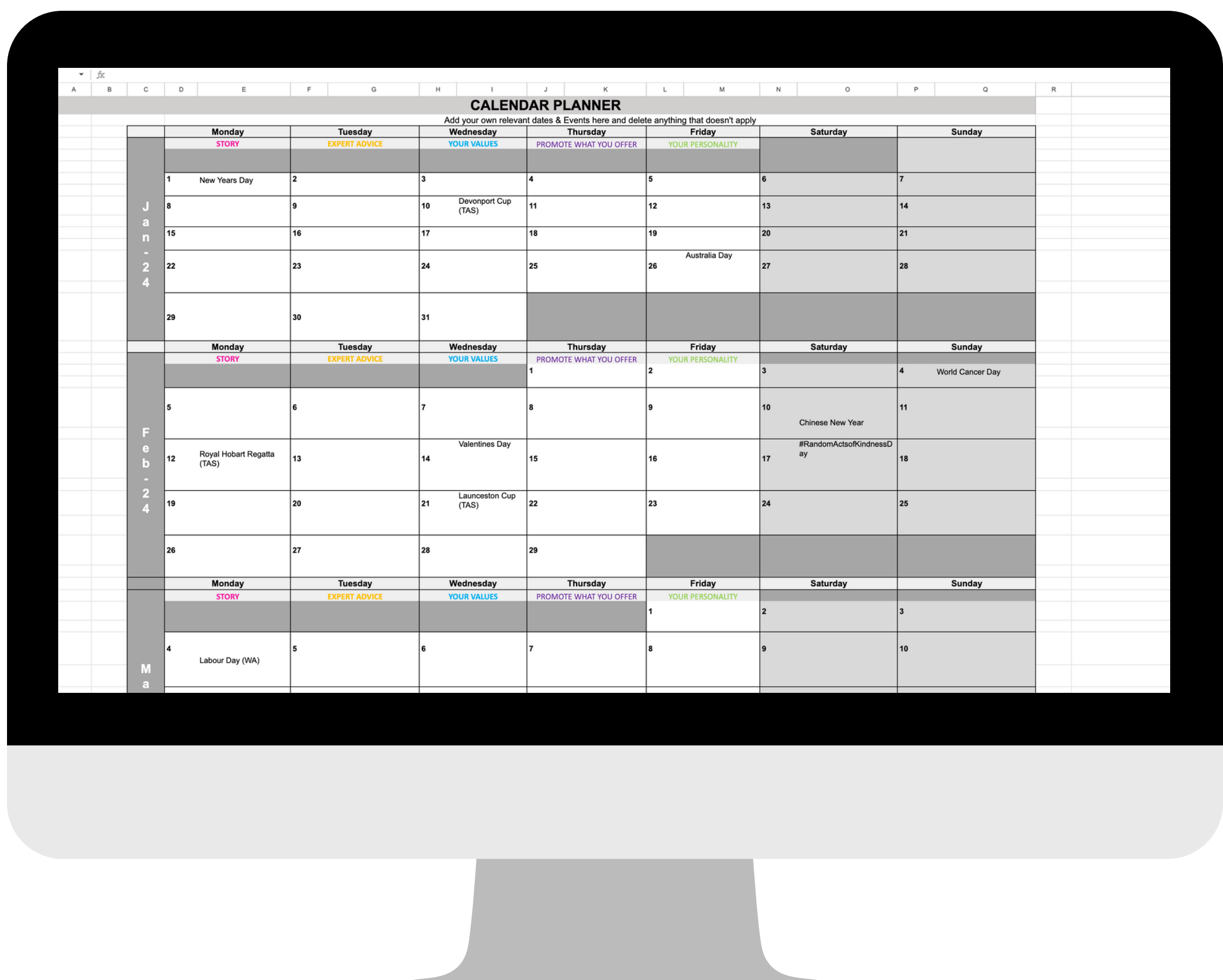
TIME TO GET STARTED

Social Media Planner

We have created a Google Sheets Template so you can create a strategic marketing plan!

Simply click the link below, go to Files & Download a copy.
You can customise to make it your own.

CLICK HERE FOR FREE ACCESS

*Instructions for completing the planner are in each tab.
And you can watch the tutorial in the Introduction Tab
for extra support.*

Build your online community, generate more leads and increase sales with the **Social Circle** and watch your business grow!

When you become a Social Circle Member, you'll get instant access to all the strategies, tools, and tactics you need to help improve your Social Media results, instantly!

Take it to the next level with our **All Access** Membership - a 12 month group coaching program designed for businesses who want to up-skill themselves, their team or their Virtual Assistants to use Social Media like the pro's, but don't have the knowledge or resources.

Businesses who want **real results** and are ready to invest the time and be held accountable!

THE BASICS

Foundation Membership

$27 per month

Whats included?

- ⊘ Weekly Lesson/Tip/Update
- ⊘ BONUS Money Making Activities
- ⊘ Social Media Planner
- ⊘ DIY Social Media Audit Workbook
- ⊘ Special Offers and Discounts
- ⊘ Access to the Resource Vault

SIGN UP

Monthly subscription - Cancel anytime

MOST POPULAR

ALMOST EVERYTHING

Premium Membership

$97 per month

Whats included?

- ⊘ All Foundation Member Features PLUS...
- ⊘ Access to Private Members Only Facebook Group
- ⊘ Lives and Special Events
- ⊘ Facebook, Instagram & Content Creation Lessons
- ⊘ Grow With Reels Course
- ⊘ Special Offers and Discounts

SIGN UP

Monthly subscription - Cancel anytime

GROUP COACHING

THE WHOLE SHABANG

All Access Membership

$499 per month

Whats included?

- ⊘ All Premium Member Features PLUS...
- ⊘ Access to Private Members Only Facebook Group.
- ⊘ Access to 12 EXTRA Learning Modules
- ⊘ Grow with Meta Ads Course
- ⊘ Fortnightly Live Coaching Calls
- ⊘ Monthly Live Masterclasses
- ⊘ Business Manager Audit
- ⊘ 1 to 1 Call for your first SM Planning Session
- ⊘ 2 x BONUS 1 to 1 Momentum Calls

SIGN UP

Monthly subscription - Minimum 12 months

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Disclaimer
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