

Digital Marketing Course

Module 1 - Strategy: How Create A Detailed Social Media Plan For Your Company



Welcome to Digital Marketing course.

Social Media Manager.

What exactly is a Social Media Manager? Social media managers are in charge of representing a company across social channels as the sole voice of the brand. They respond to comments, compile campaigns and create content. These experts provide organizations with the guidance needed to enhance their online presence. With clear goals like: **“improve website traffic”** or **“optimize brand awareness,”** social media managers grow your business through social networks such as Facebook, Instagram and Twitter. A decade ago, this role was non-existent. Now, more companies embrace social media for customer acquisition, and social management is often essential. According to <https://sproutsocial.com/>

What Does a Social Media Manager Do? **A social media manager’s first task is to implement a marketing plan.** The fast-paced nature of the social world means these strategies are often short-term. Most companies conduct reviews every 90 days. While plans vary, they often begin with identifying target customers and establishing a content schedule. Social media managers also:

- Key to social communication: This role determines how often a company should post on each social channel and is responsible for replies.
- **Support the development of brand identity: They show the “why” that helps customers resonate with your organization.**
- Participate in visual design strategies: **Whether it’s your profile pictures or team photos, a social media manager ensures you’re visually matching your brand.**
- Support promotional strategies: Social media managers give you insights into paid advertising, organic traffic and influencer marketing.
- Compile your engagement strategy: Your social media manager listens to, responds and engages with your audience across all channels. This increases sales and improves customer relationships through engagement.

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SOCIAL MEDIA STRATEGY TEMPLATE

MARKETING HOOK	TARGET AUDIENCE
BUSINESS DESCRIPTION	CONTENT THEMES
HASHTAG STRATEGY	SOCIAL MEDIA PLATFORMS
KEYWORDS	FREQUENCY
LINK SHORTENER	GOALS
KEY PERFORMANCE INDICATORS	TRACKING TOOLS
COMPETITION	VOICE
CONTENT	PAID ADVERTISING