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| First steps of**Social media content planning** |

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# Positioning

### Brand promise

Brand promise is the value proposition you offer to your customers. It is simply what your brand promise to its customers.

### Mission

What you want to accomplish?

### Tone of voice

This is how you talk with your customers. Is it friendly and cheerful? More serious and educational? A bit cheeky and provocative?

### Brand pillars

These are your most important selling points.

### Unique selling proposition

What makes you and your brand unique? What you can offer, that your competitors can’t. Is it your personal charisma? The absolutely unique product only you have? Your multiple years of experience or your fresh approach?

Below, you can find the example of my brand. Clear the blue text from the table and fill it with your statements.

|  |  |
| --- | --- |
| Brand promise | I help devoted beginners how to grow their business online by teaching them the basics of marketing, branding and social media. |
| Mission | My mission is to prove that marketing can be as easy and fun as useful |
| Tone of voice | friendly, professional, cheerful |
| Brand pillars | Marketing made easyPractical tipsTo the point and well organizedHonesty  |
| Unique selling proposition | Holistic approach, that comes from my diverse professional background and experience in helping beginners |

# Buyer peronas

Rachel, the mompreneur, Phoebe, the freelancer or Chandler, the data specialist. Creating buyer personas can be time-consuming, but also extremely fun and useful. Buyer personas are fictional, generalized representations of your ideal customers. By giving one personality to these groups you can understand your customers and will be able to provide them with content that is truly valuable for them.

Need help? [Check out my article](https://www.rekaveszeli.com/blog/how-to-create-detailed-buyer-personas-for-your-business/).

Feel free to create as many personas as you need, but I suggest to stick around 1-3.



## XY, the first

|  |  |
| --- | --- |
| Description | How would you introduce this person? |
| Demography | age  |
|  | gender |
|  | occupation |
|  | education |
|  | family status, kids |
|  | residence |
| Income | $$$ |
| Social media usage | Favourite platforms (1-3)  |
|  | How many time she/he spends on SM  |
|  | How she/he use it? (Stalking, reading news, actively posting, etc.) |
|  | What content she/he prefers? (video, ebook, articles, etc.) |
| Goals | What she/he wants to accomplish? What is the motivation behind? (Start a business? Be more organized to have more time to the kids?) |
| Challenges | What are the challenges she/he needs to face? (Lack of money or time? Fear?) |



## XY, the Second

|  |  |
| --- | --- |
| Description | How would you introduce this person? |
| Demography | age  |
|  | gender |
|  | occupation |
|  | education |
|  | family status, kids |
|  | residence |
| Income | $$$ |
| Social media usage | Favourite platforms (1-3)  |
|  | How many time she/he spends on SM  |
|  | How she/he use it? (Stalking, reading news, actively posting, etc.) |
|  | What content she/he prefers? (video, ebook, articles, etc.) |
| Goals | What she/he wants to accomplish? What is the motivation behind? (Start a business? Be more organized to have more time to the kids?) |
| Challenges | What are the challenges she/he needs to face? (Lack of money or time? Fear?) |



## XY, the third

|  |  |
| --- | --- |
| Description | How would you introduce this person? |
| Demography | age  |
|  | gender |
|  | occupation |
|  | education |
|  | family status, kids |
|  | residence |
| Income | $$$ |
| Social media usage | Favourite platforms (1-3)  |
|  | How many time she/he spends on SM  |
|  | How she/he use it? (Stalking, reading news, actively posting, etc.) |
|  | What content she/he prefers? (video, ebook, articles, etc.) |
| Goals | What she/he wants to accomplish? What is the motivation behind? (Start a business? Be more organized to have more time to the kids?) |
| Challenges | What are the challenges she/he needs to face? (Lack of money or time? Fear?) |

# Social media GOALS

Here comes one of the most important part. You should decide what are your social media goals – so basically the reason you are on social media.

Your social media objectives should come from your overall business objectives. Example:

|  |  |
| --- | --- |
| Business objective | Social Media Goals |
| Increase brand awareness | Increase the number of followers on Instagram from 95 to 130 in 3 months. |
|  | Increase the number of post reach by 10% on Facebook within 2 months. |

As you can see the examples I gave were not just “make more people talk about my biz”. They were SMART goals. Okaaaay, but what does it means? Here it comes:

Specific

Make sure it’s clear and well defined what you want to achieve.

Measurable

You need to be able to measure what you want to achieve. It can be a defined increase in retweets or 5 job offers via LinkedIn.

Achievable

Set a challenging, but realistic goal. Examine your previous results or your competitors.

Relevant

Make sure your goal is relevant to your business’s success.

Time-bound

Has a clear time interval or a deadline.

Do you need more examples? [Read more about SMART goals on the blog](https://www.rekaveszeli.com/blog/how-to-set-smart-marketing-goals/).

Now it’s time for your SMART goals:

|  |  |
| --- | --- |
| Business objective | Social Media Objective |
|  |  |
|  |  |
|  |  |