empower PR GROUP

An Entrepreneur's Guide to the SOCIAL DILEMMA

PRINTABLE

WORKBOOK

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BE SOCIAL ON PURPOSE

Don't be immobilized by the social dilemma many entrepreneur's face! Instead, be emPowered.

The emPower PR Group helps many small businesses, entrepreneurs and authors build a social media platform that works for their needs and helps to achieve their goals. This workbook shares the strategy we use to help clients find their sweet spot to increasing visibility, validating expertise, and acquiring and retaining clients. Let it serve as your guide to developing a strategy to help you build your social media platform!

You likely have enough dilemmas to navigate; don't let the social dilemma be one of them. Enjoy!

Stephanie Feger

CHECKLIST

BUILDING YOUR SOCIAL MEDIA STRATEGY

- [ ] STEP ONE: **GOALS**
- [ ] STEP TWO: **AUDIENCE ANALYSIS**
- [ ] STEP THREE: **THE STARTING POINT**
- [ ] STEP FOUR: **INVESTMENT**
- [ ] STEP FIVE: **MAXIMIZING CONTENT**
- [ ] STEP SIX: **TAKE ACTION**

STEP 1

GOALS

GOALS

YOUR BUSINESS GOALS. Take a moment to write down your overarching business goals.

YOUR SOCIAL MEDIA GOALS. Take a moment to reflect on how you social media can help you reach your goals.

YOUR SUCCESS METRICS. Take a moment to capture what social media success metrics look like to you.

STEP 2

AUDIENCE ANALYSIS

TARGET AUDIENCE

WHO ARE YOUR "PEOPLE?" Who can benefit most from your product, service or offering? While you may think that your offer has value to everyone, it's important to identify 1-3 target audiences that you can tailor your overarching marketing strategy to reach. To help you begin to identify who your target audience(s) may be, use the space below to jot down some initial thoughts on your ideal customers. Once you identify your top 3 target audiences, use the next several pages for deeper reflection.

TARGET AUDIENCE 1

DEMOGRAPHICS: Jot down the age range, gender, geographic location(s), relationship status, occupation, income, education level, language, etc. of your target audience.

INTERESTS AND BEHAVIORS: Jot down their favorite hobbies, shows, news sites, shopping outlets, companies and organizations.

PAIN POINTS: Jot down the target audience's top 3 paint points. What keeps them up at night? And reflect on the top 3 ways your business addresses those pain points.

TARGET AUDIENCE 2

DEMOGRAPHICS: Jot down the age range, gender, geographic location(s), relationship status, occupation, income, education level, language, etc. of your target audience.

INTERESTS AND BEHAVIORS: Jot down their favorite hobbies, shows, news sites, shopping outlets, companies and organizations.

PAIN POINTS: Jot down the target audience's top 3 paint points. What keeps them up at night? And reflect on the top 3 ways your business addresses those pain points.

TARGET AUDIENCE 3

DEMOGRAPHICS: Jot down the age range, gender, geographic location(s), relationship status, occupation, income, education level, language, etc. of your target audience.

INTERESTS AND BEHAVIORS: Jot down their favorite hobbies, shows, news sites, shopping outlets, companies and organizations.

PAIN POINTS: Jot down the target audience's top 3 paint points. What keeps them up at night? And reflect on the top 3 ways your business addresses those pain points.

STEP 3

THE STARTING POINT

STARTING POINT

HOW DOES YOUR TARGET AUDIENCE UTILIZE SOCIAL MEDIA?

There are three main ways that individuals utilize social media as it pertains to interacting with businesses:

- They utilize it to **search** for solutions to their problems.
- They utilize it to **validate** a business before purchasing from it.
- They utilize it as a platform to **engage** with businesses.

Before knowing which social media platforms you should be on, you need to identify how your target audience(s) utilizes social media altogether. Take a moment to do some market research. Ask people who fall within your target audience which social media outlets they engage upon and how they utilize it.

STEP 4

YOUR INVESTMENT

YOUR INVESTMENT

TIME INVESTMENT: Building a social media presence and engaging regularly takes time. Reflect on how much time you are willing to give daily, weekly and monthly to plan and execute accordingly.

FINANCIAL INVESTMENT: There are individuals who would be happy to support your social media needs. They can help you build out a strategy, create content, and post on your behalf. Evaluate your budget and reflect on how much you'd be willing to invest. This will help you identify the right fit, should you need it, to support your efforts.

STEP 5

MAXIMIZING CONTENT

MAXIMIZING CONTENT

THROUGH YOUR SOCIAL MEDIA STRATEGY

CONTENT: Make a list of key topics that you can speak to and that your target audience could benefit from. Include in this list podcasts, blogs, vlogs, webinars, and more that you've already done and can be repurposed.

THEMES: From that content, what additional themes can you build upon? What quotes are stand-alone and could allow for deeper elaboration. Use these to help extend the life of your content.

SOCIAL MEDIA: Identify what content you will share on which social media platforms based on your target audience analysis.

STEP 6

TAKE ACTION

LINKEDIN

ACTION STEPS

- [ ] Build Infrastructure
- [ ] Create Connections
- [ ] Develop Content Strategy
- [ ] Maximize Engagement

CONTENT STRATEGY

INFRASTRUCTURE NEEDS

AREAS OF OPPORTUNITY

FACEBOOK

ACTION STEPS

- [ ] Build Infrastructure
- [ ] Create Connections
- [ ] Develop Content Strategy
- [ ] Maximize Engagement

CONTENT STRATEGY

INFRASTRUCTURE NEEDS

AREAS OF OPPORTUNITY

INSTAGRAM

ACTION STEPS

- [ ] Build Infrastructure
- [ ] Create Connections
- [ ] Develop Content Strategy
- [ ] Maximize Engagement

CONTENT STRATEGY

INFRASTRUCTURE NEEDS

AREAS OF OPPORTUNITY

TWITTER

ACTION STEPS

- [ ] Build Infrastructure
- [ ] Create Connections
- [ ] Develop Content Strategy
- [ ] Maximize Engagement

CONTENT STRATEGY

INFRASTRUCTURE NEEDS

AREAS OF OPPORTUNITY

YOUTUBE

ACTION STEPS

- [ ] Build Infrastructure
- [ ] Create Connections
- [ ] Develop Content Strategy
- [ ] Maximize Engagement

CONTENT STRATEGY

INFRASTRUCTURE NEEDS

AREAS OF OPPORTUNITY

PINTEREST

ACTION STEPS

- [ ] Build Infrastructure
- [ ] Create Connections
- [ ] Develop Content Strategy
- [ ] Maximize Engagement

CONTENT STRATEGY

INFRASTRUCTURE NEEDS

AREAS OF OPPORTUNITY

NOTES