

SOCIAL MEDIA STRATEGY

WHO IS YOUR TARGET AUDIENCE?

WHAT ARE YOUR FUNCTIONAL & EMOTIONAL BENEFITS?

WHAT ARE THE REASONS TO BELIEVE?

BRAND PERSONALITY: LIST HOW YOU WISH TO BE PERCEIVED

WHAT ARE YOUR SOCIAL MEDIA GOALS?

WHAT ARE YOUR CONTENT PILLARS & SOME TOPICS TO POST?

WHAT AREA OF THE PROCESS COULD YOU IMPROVE?

WHAT WAYS CAN YOU ENGAGE MORE ON SOCIAL MEDIA?

find me on social media: @ourendlessadventure / @thebmorecreatives