

## Social Marketing Goals

Related to Hub Site (URL): \_\_\_\_\_

Prepared by: \_\_\_\_\_ Date: \_\_\_\_\_

### Business Profile

Is the social media plan for a new or established company?

- New company
- Existing company, years in business:

Does the company have an existing brick-and-mortar operation?

- Yes
- No

Does the company have an existing Web site or Web presence?

- Yes
- No

Does the company have an existing blog or social media presence?

- Yes                    If yes, list all current URLs for social media
- No

Will your site serve:

- Businesses
- Consumers

What type of business is the Web site for?

- Manufacturer
- Distributor
- Retailer
- Service provider
- Professional

What does the company sell?

- Goods
- Services

Describe your goods or services:

What geographical range does the social media campaign address?

- Local (specify)
- Regional (specify)
- National (specify if not US)
- International (specify)

### Social Media Campaign Goals

Rank the applicable goals of your social media campaign from 1-7 with 1 your top goal

- \_\_\_\_\_ Increasing traffic/visits to hub site
- \_\_\_\_\_ Branding
- \_\_\_\_\_ Building relationships
- \_\_\_\_\_ Improving business process (e.g. customer service, tech support)
- \_\_\_\_\_ Improving visibility in natural search
- \_\_\_\_\_ Increasing sales revenue
- \_\_\_\_\_ Saving money on paid advertising

## Financial Profile

### Social Media Campaign Budget for First Year

Outside development, contractors, includes writing, design, technical \$ \_\_\_\_\_

Special content production (e.g. video, podcasts, photography): \$ \_\_\_\_\_

Marketing/paid ads on social media \$ \_\_\_\_\_

Inhouse labor (burdened rate) \$ \_\_\_\_\_

Other costs, e.g. tools, equipment \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

Break-even point: \$ \_\_\_\_\_ Within: \_\_\_\_\_  mo or  yr

Return on investment: \_\_\_\_\_ % Within: \_\_\_\_\_  mo or  yr

## Sample Objectives

Repeat for appropriate objectives for each goal within timeframe specified (for instance, 1 year).

Traffic objective (# visitors per month): \_\_\_\_\_ Within: \_\_\_\_\_

Conversion objective: \_\_\_\_\_ % Within: \_\_\_\_\_

Sales objectives (# sales per month): \$ \_\_\_\_\_ Within: \_\_\_\_\_

Average \$ per sale: \$ \_\_\_\_\_ Within: \_\_\_\_\_

\$ revenue per month: \$ \_\_\_\_\_ Within: \_\_\_\_\_

Other objectives specific to your site, e.g. for branding, relationships, search ranking \_\_\_\_\_ Within: \_\_\_\_\_

\_\_\_\_\_ Within: \_\_\_\_\_

\_\_\_\_\_ Within: \_\_\_\_\_

## Marketing Profile

Describe your target markets. Give specific demographic or other segmentation information. For B2B, segment by industry and/or job title.

What is your marketing tag?

Value proposition: Why should someone buy from your company rather than another?

Name at least six competitors and list their Web sites, blogs, and social media pages.