

GOAL	TACTICS
CONTENT CHECKLIST (PAID & ORGANIC)	<ul style="list-style-type: none"> • Seasonal Content (Holidays, International Days) • Gifting (Gifts for Him/Her/Mom/Dad) • Staff Favorites & Best Sellers • New Arrivals & Teasers • Lifestyle Content (In-Store, Using Staff, Taking Local Shots) • Get To Know Us (Videos) • Tour of Our Store (Videos) • Frequently Bought Together (A Series)
CONTENT PLANNING (WEEKLY) AIM FOR 5 X PER WEEK	<ul style="list-style-type: none"> • 2 X Engaging & Fun Content • 1 X Product Of The Week • 1 X New Arrivals • 1 X Gift Ideas
QUESTIONS TO ANSWER BEFORE CREATING VIDEO CONTENT	<ul style="list-style-type: none"> • What is the objective (it's not everything) • Who is the target audience (It's not everyone) • What metrics will measure success • What platforms will be used • What resources do you have • Where/How will the video be shot • What story will you tell
TIPS FOR STORIES	<ul style="list-style-type: none"> • Post on Stories regularly and use them to elaborate on what you have posted to your grid • Show up as the face of the business and the thought leader. Give advice, Answer FAQs, etc. • Share any client/customer content or tagged content on other profiles • Tag Products and share links where possible
DIFFERENT OBJECTIVES AND CONTENT TO MATCH	<ul style="list-style-type: none"> • Engagement (does not immediately focus on selling/brand) • Followers / Loyalty (provides value for viewer) • Brand Awareness (provides information on brand story) • Sales (focus on product features & USP)
AD UNITS FOR COMMERCE	<ul style="list-style-type: none"> • Awareness (15-30 Second Video) • Consideration (Carousel & Collection Units) • Conversion (Carousel & Dynamic Product Ads)

SOCIAL MEDIA PERSONA

NAME YOUR PERSONA

CONTEXT/BACKGROUND:	<ul style="list-style-type: none">• Describe the lifestyle of this individual• What do they do for a living
GOALS:	<ul style="list-style-type: none">• What are they looking for• What questions are they asking
CHALLENGES:	<ul style="list-style-type: none">• What are their current challenges to do with this goal
SIGNALS OF PERSONA:	<ul style="list-style-type: none">• Demographic Details• Personality Traits
MAIN TRAITS PERSONA IS DRAWN TO IN A BRAND:	<ul style="list-style-type: none">• Trait One• Trait Two• Trait Three
HOW YOU CAN PROMOTE YOUR BRAND TO THEM?	<ul style="list-style-type: none">• USP One• USP Two• USP Three
THIS PERSONA IS INFLUENCED VIA:	<ul style="list-style-type: none">• Name all of the brands & outlets they are influenced by