

# Social media strategy canvas

the *less is more* methodology

Business Management Tool

project

1st of October 2018

date



**Chris**  
buyer persona name

**Tone of voice**  
how do I talk to my audience?

- friendly;
- informative (backed with facts);
- inspiring.

**Guidelines**  
what are the dos and don'ts when posting?

- DD insert emojis;
- DD respect our visual identity;
- DD NDT use information you're not certain is real;
- DD NDT share bad quality photos or videos.

**Audience**  
what audience do I target in my ads?

Gender: male  
Age: 25-40 years old  
Location: United Kingdom  
Extra info: he's a founder

**Purpose**  
what do I want to achieve on social media?

I will use social media to increase my brand's awareness, to send leads to my website, and, ultimately, to sell subscriptions of my business management tool.

**Types of content**  
what do I share with my audience?

<p><b>#OriginalContent</b></p> <ul style="list-style-type: none"><li>- entrepreneurship blog articles;</li><li>- images and videos with the team.</li></ul>	<p><b>#CuratedContent</b></p> <ul style="list-style-type: none"><li>- entrepreneurship blog articles from industry leaders;</li><li>- business statistics.</li></ul>
<p><b>#PromotionalContent</b></p> <ul style="list-style-type: none"><li>- images and videos with our tool in action;</li><li>- once a month post an offer.</li></ul>	<p><b>#UserGeneratedContent</b></p> <ul style="list-style-type: none"><li>- photos and videos with entrepreneurs running their business.</li></ul>

**Advertisement**  
how will I advertise on social media?

Objective: conversions  
Period of time: 1-30 oct 2018  
Budget: \$200  
Message: Focus your time on what you love. Let us handle the rest.

Call to action  
what do I tell my audience to do?

**Channels**  
what platforms do I approach?

- ✓ Facebook
- ✓ Instagram
- ✓ Twitter
- ✓ LinkedIn
- Snapchat
- Pinterest
- Other:

**Metrics**  
how do I measure my content's success?

- reach of posts;
- referrals in Google Analytics.

**Tools**  
how can I automate my processes?

- Adobe Illustrator;
- Adobe Photoshop;
- Grammarly;
- Google Sheets.

**Metrics**  
how do I measure my ads' success?

- click-through rate;
- subscription signups.

**Extra stuff**  
what else do I need to do?

- social buttons on website and blog;
- profile and cover photos;
- plan for direct messages.