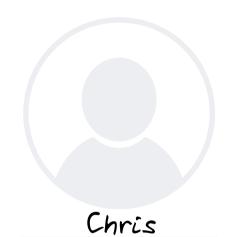
Social media strategy canvas

the *less is more* methodology

1st of October 2018



buyer persona name

Purpose

what do I want to achieve on social media?

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



Channels

what platforms do I approach?

- ✓ Twitter
- ✓ LinkedIn
- Snapchat



Tone of voice

how do I talk to my audience?

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



Guidelines

what are the dos and don'ts when posting?

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



Advertisement

Audience

Age: 25-40 years old

Location: United Kinadom

Extra info: he's a founder

Gender: male

how will I advertise on social media?

what audience do I target in my ads?

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

Sian up now



- √ Facebook
- ✓ Instagram

- Pinterest
- Other:



Types of content

what do I share with my audience?

#OriginalContent

#PromotionalContent

- entrepreneurship blog articles;
- images and videos with the team.

#CuratedContent

- entrepreneurship bloa articles from industry leaders;
- business statistics.

- images and videos with our tool in action;
- once a month post an offer.

#UserGeneratedContent

- photos and videos with entrepreneurs running their business.

Metrics

how do I measure my ads' success?

- click-through rate;
- subscription signups.



Metrics

how do I measure my content's success?

- reach of posts;
- referrals in Google Analytics.



how can I automate my processes?

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



Extra stuff

what else do I need to do?

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

