



## Cadydid Social Marketing Strategy Worksheet

Business Name:

Contact Name:

### Your Goal:

What are your core business goals this year?

Why did you join social media?

What do you hope to gain from your social media presence?

### Your Audience:

Who is your target customer? (age, sex, location, etc...)

What social channels are they on? (Facebook, Instagram, Snapchat, Twitter, LinkedIn etc...)

What topics are your target customer most interested in?

What problems can you help your target customers solve? What are their pain points?

### Your Identity:

If your business was a theme or type of party/event, how would you describe it currently? And how would you describe how you want it to be?

What emotions do you hope to convey through your content? Visuals and messaging.

If you were one of your customers, why would you follow your business while “playing” in social media?

Take your Social Marketing to the Next Level!

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