**EXAMPLE SOCIAL MEDIA**

**MARKETING GOALS TEMPLATE**

Define Your Social Media Marketing Goals:

Specific, Measurable, Achievable, Relevant, and Time-Bound

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | BUSINESS OBJECTIVE | SOCIAL MEDIA GOAL | SUCCESS METRIC |
| 1 | Increase brand awareness. | Grow our social media following by 20%. | The metric here is the number of new followers on our platforms. |
| 2 | Boost sales. | Increase our social media-driven sales by 30%. | The metric here is the number of sales attributed to social media referrals. |
| 3 | Enhance customer loyalty. | Increase our engagement rate by 25%. | The metric here is the number of likes, comments, and shares. |

Break Each Social Media Goal into Smaller and Attainable Steps

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | DESCRIBE STEP | TIME REQUIRED | SET DEADLINE |
| 1 | Launch a monthly social media campaign featuring user-generated content. | This step requires 1 month per campaign. | The deadline is the end of each month. |
| 2 | Create and promote exclusive social media discount codes. | This is ongoing, with new promos quarterly. | The deadline is the end of each quarter. |
| 3 | Host live, weekly Q&A sessions with followers. | This step requires 1 hour per week. | The deadline is weekly. |

Further Planning

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| --- | --- |
| Detail Required Resources | We need a dedicated social media manager, a budget for paid promotions, and content creation tools. |
| Define Potential Obstacles | Algorithms could change; ad costs could increase; and followers could experience engagement fatigue. |
| Plan for Overcoming Obstacles | Our plan includes diversifying our content strategy, allocating budget flexibly, and introducing new engagement tactics on a regular basis. |

Notes

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| --- | --- | --- | --- |
| Goal | BUSINESS OBJECTIVE | SOCIAL MEDIA GOAL | SUCCESS METRIC |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |

Break Each Social Media Goal into Smaller and Attainable Steps

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | DESCRIBE STEP | TIME REQUIRED | SET DEADLINE |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |

Further Planning

|  |  |
| --- | --- |
| Detail Required Resources |  |
| Define Potential Obstacles |  |
| Plan for Overcoming Obstacles |  |

Notes

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