

Social Media Content Strategy Proposal Template

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Client Name

Business Name

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Introduction





Goals & Objectives

1

Goal 1

2

Goal 2

3

Goal 3

4

Goal 4

Target Audience Analysis

Psychographics

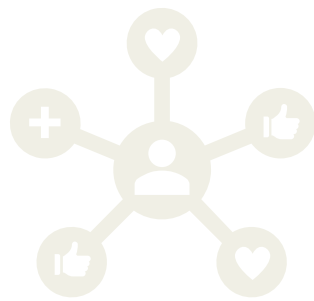
Demographics	Details
Age Range	
Gender	
Location	
Income Level	
Education	

Values & Beliefs

Interests & Hobbies

Lifestyle Preferences

Pain Points



Social Media Behavior

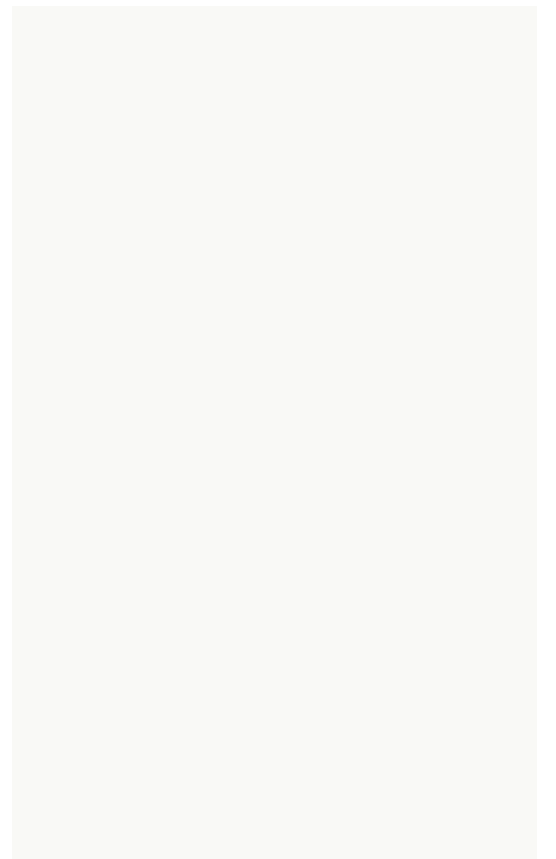
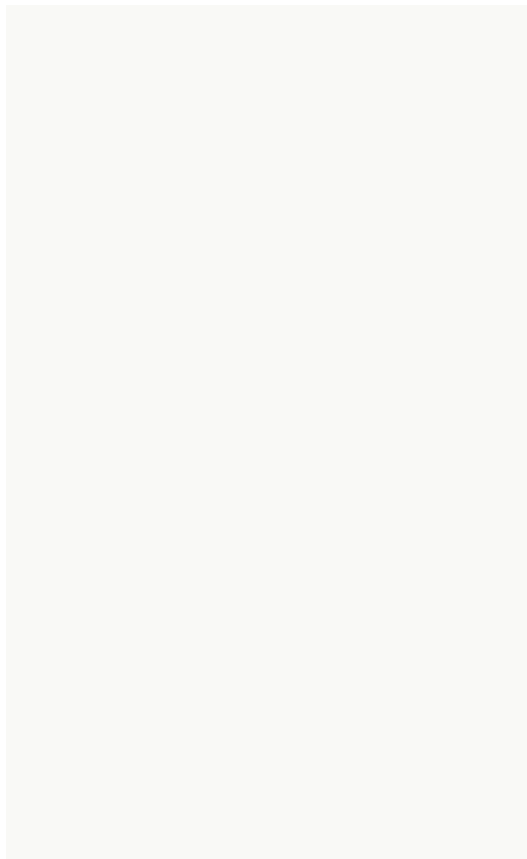
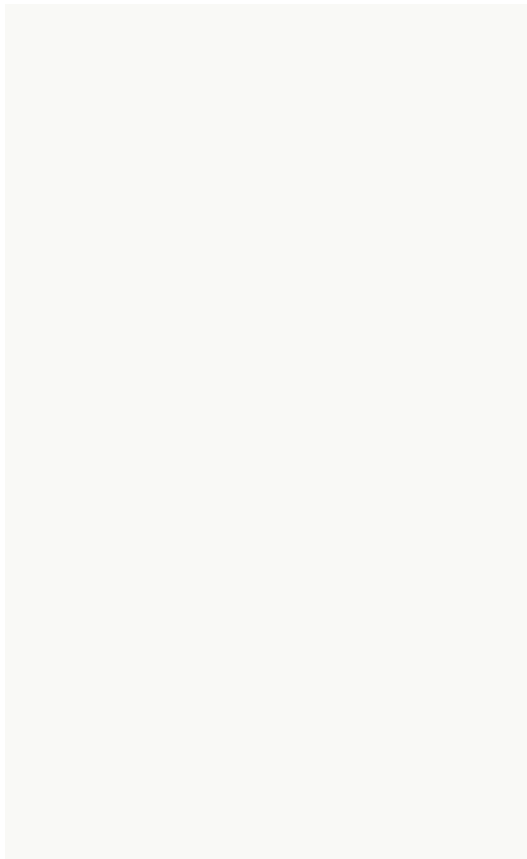
Platform



Behavior & Preference



Content Pillars



Content Types & Formats

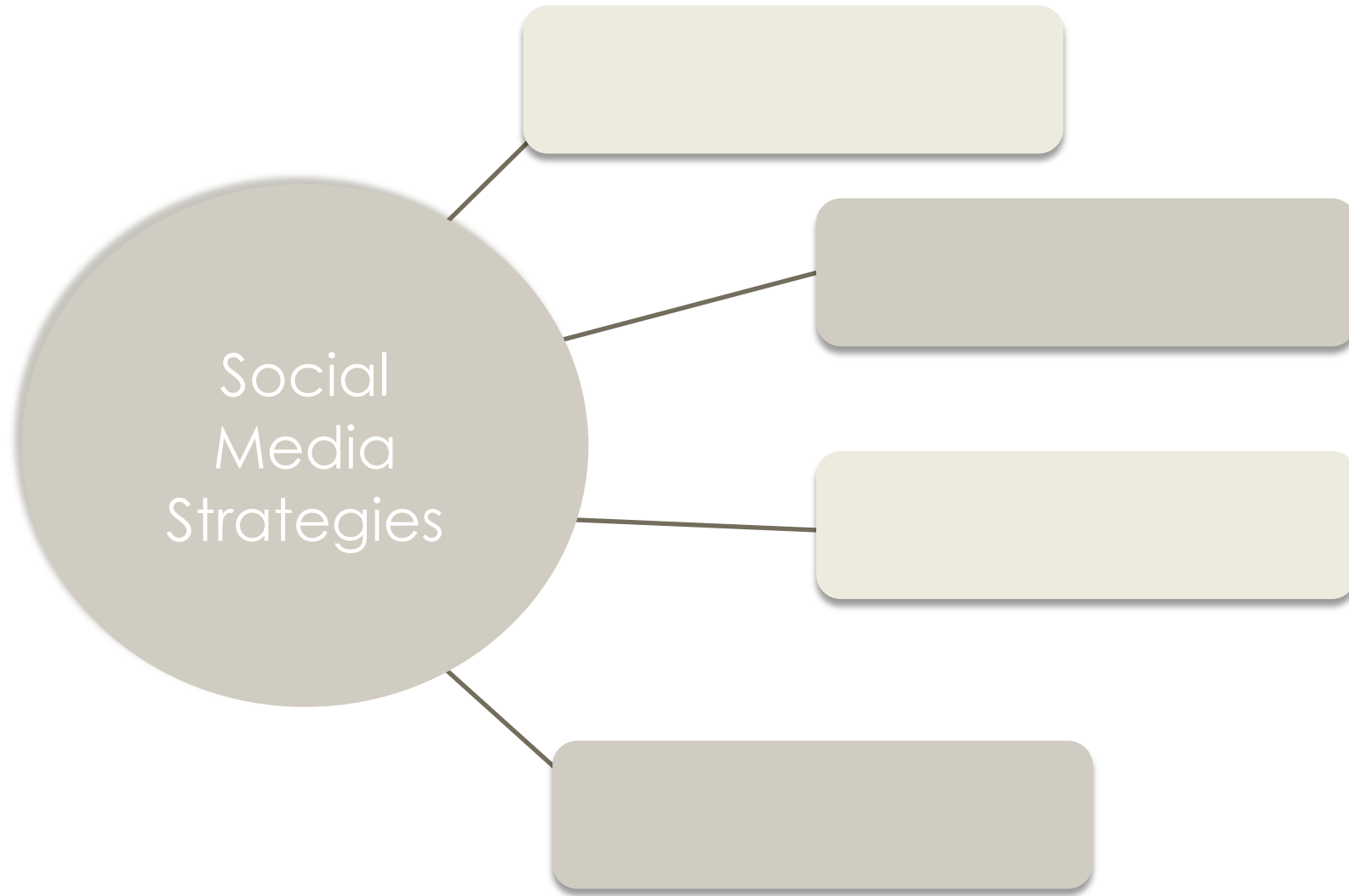
Content Type	Format	Rationale

Content Calendar Overview



Date	Platform	Content Type	Theme	Notes

Platform Strategies



Competitive Analysis & Reporting

Strengths

S

Weaknesses

W

Opportunities

O

Threats

T

Next Steps

Agreement Terms:

Next Steps:

Contact Us

Phone:

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