[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12268&utm_source=template-word&utm_medium=content&utm_campaign=Social+Media+Content+Strategy+Proposal-word-12268&lpa=Social+Media+Content+Strategy+Proposal+word+12268)

**Social Media Content Strategy Proposal Template**



Client Name

Business Name

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# People meeting in conference roomIntroduction



Enter Text

# Bullseye outlineGoals & Objectives

Enter Objectives

Sample text

**1**

**Goal 1**

Sample text

**Goal 2**

**2**

Sample text

**Goal 3**

**3**

**4**

Sample text

**Goal 4**

# Target Audience Analysis

# Psychographics

Enter Text

Enter Text

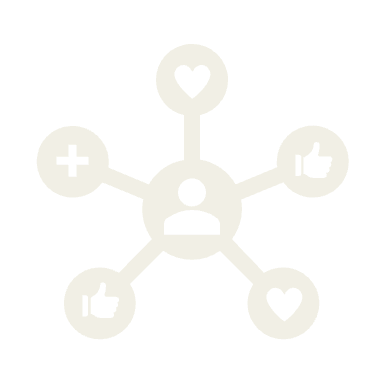
Enter Text

**Lifestyle Preferences**

**Interests & Hobbies**

**Values & Beliefs**

|  |  |
| --- | --- |
| Demographics | Details |
| Age Range |  |
| Gender |  |
| Location |  |
| Income Level |  |
| Education |  |



**Pain Points**

Enter Text

# Social Media Behavior



Enter Text

Enter Text

Behavior & Preference

Platform

# Content Pillars

Enter Text

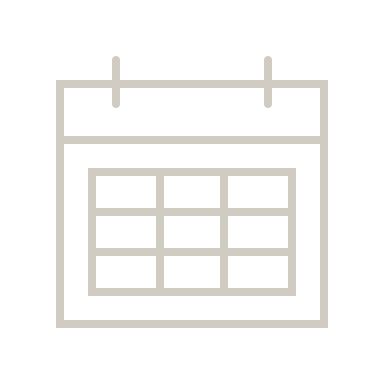
Content Pillar

Content Pillar

Content Pillar

# Content Types & Formats

|  |  |  |
| --- | --- | --- |
| Content Type | Format | Rationale |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |



# Content Calendar Overview

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Platform | Content Type | Theme | Notes |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# Platform Strategies

Text

Text

Text

Text

# Competitive Analysis & Reporting

**Strengths**

**Weaknesses**

W

S

T

O

**Opportunities**

**Threats**

# People filling documentsNext Steps

**Agreement Terms:**

**Next Steps:**

Email:

Phone:

Website:

Contact Us

|  |
| --- |
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