



1.) Goals

What will success look like for everyone in this partnership?

- Define agency goals
- Define personal goals
- Define client goals

2.) Target Audience(s)

Who are you trying to reach and what kind of content are you going to share with them?

- Identify content pillars
- Identify target audience(s)

3.) Platforms and Cadence

Where is your target audience most active?

- Define target social media platforms
- Establish a posting cadence (at least once a week)

4.) Brand Identity

How will you speak to the target audience, and what is the visual identity of the brand?

- Identify tone (i.e motivational, educational, casual)
- Acquire logos, imagery, fonts, and color(s)
- Create templates for graphics



5.) Engagement

How will you drive awareness for the brand, and reach goals?

- Define top hashtags
- Define the primary call to action for consumers
- Identify top competitors

6.) Planning and Insights

How will you organize your content, and analyze its success?

- Select a scheduling platform to schedule and organize posts
- Become familiar with the analytics section of your scheduling platform