

Digital Marketing Channel Strategy – What's Working Now



BY: SMART SIMPLE MARKETING

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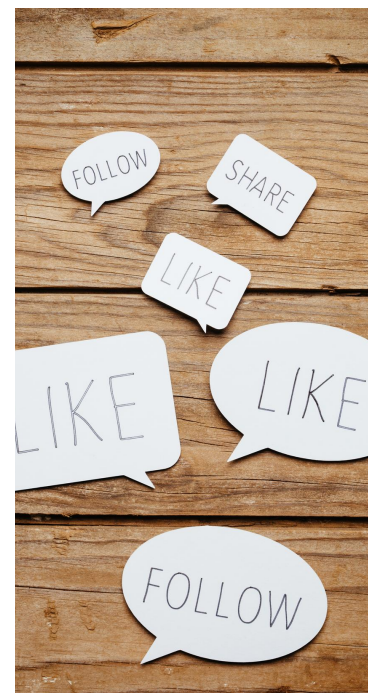
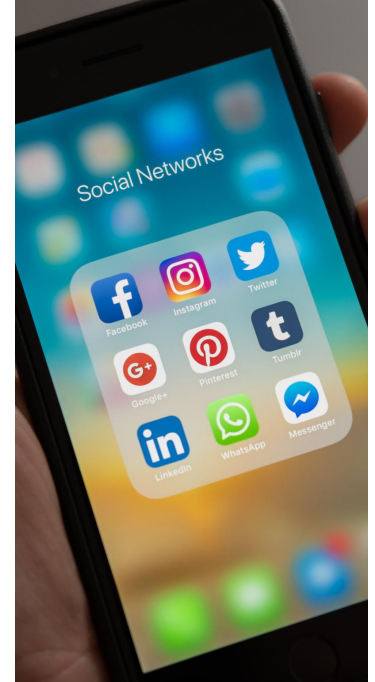
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Craig Hart Consulting, LLC dba Smart Simple Marketing
2340 Powell Street
Suite 223
Emeryville, CA 94608-1738
T: 510.601.0470
E: Info@SmartSimpleMarketing.com

GOALS I WANT TO ACCOMPLISH WITH SOCIAL MEDIA

- Brand awareness
- Educate audience
- Build trust
- Generate leads
- Nurture leads
- Build loyalty
- Drive attendance at events
- Generate sales
- Build community
- Launch a new product

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TRACKING MY SUCCESS WITH SOCIAL MEDIA

This is how we analyze what's working.

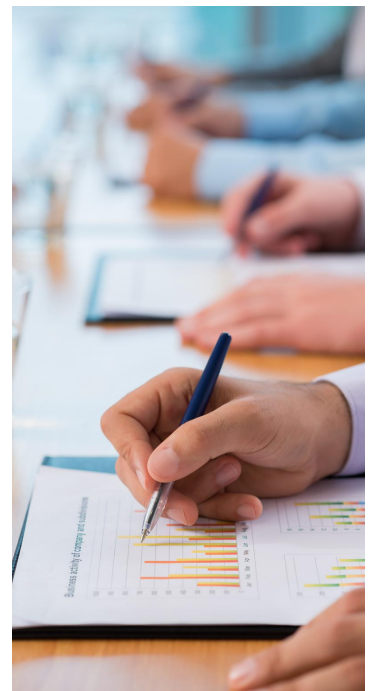
The metrics that matter to my business include:

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I will track my activity on the following schedule:

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I will determine how well my social media marketing is working by:



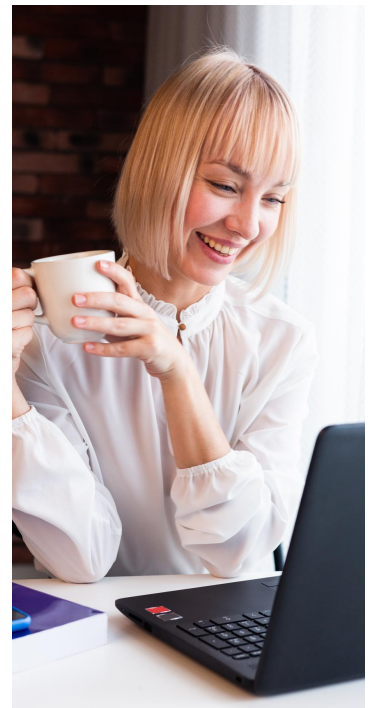
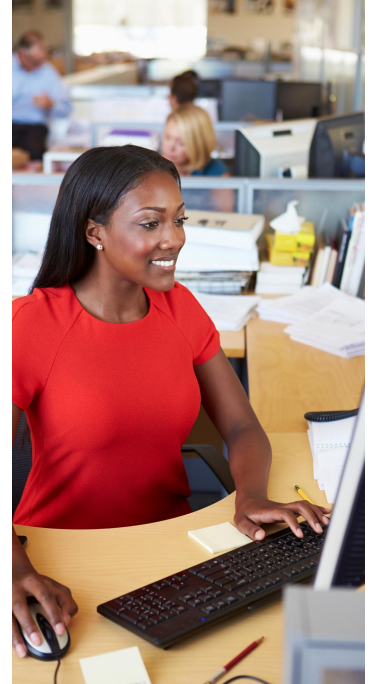
MANAGING MY BRAND ONLINE

How we will respond to our audience's feedback.

If a customer or prospect speaks well of my company on social media, I will:

If a customer or prospect speak poorly of my company on social media, I will:

After responding quickly to a negative comment on social media, someone from my team will take the following steps:



NOTES

NOTES

ACTION STEPS



THANK YOU

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EMAIL:

Info@SmartSimpleMarketing.com

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