

 **MITCH MEYERSON'S**
MASTERING ONLINE MARKETING
TIPS AND TOOLS FOR MAKING MORE MONEY ONLINE

Founder of Guerrilla Marketing
Coaching and Author of 9 Books



Your Social Media Marketing Calendar



Twitter



Facebook



StumbleUpon



Delicious



Digg



Flickr



Technorati



Reddit



Feed



LinkedIn



MySpace



FriendFeed

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Social Media Tracking Calendar

| Tracking | Week 1 | Week 2 | Week 3 | Week 4 |
|----------------------------|--------|--------|--------|--------|
| 1. Facebook Friends | | | | |
| 2. Facebook Fans | | | | |
| 3. LinkedIn Connections | | | | |
| 4. Twitter Followers | | | | |
| 5. You Tube Subscribers | | | | |
| 6. Unique Visitors To Blog | | | | |
| 7. Posts Per Week | | | | |
| 8. Links To Blog | | | | |
| 9. Comments On Posts | | | | |
| 10. Email Subscribers | | | | |
| 11. | | | | |
| 12. | | | | |
| 13. | | | | |
| 14. | | | | |
| 15. | | | | |

Social Media Action Tracker

Here are some examples, yours may be different. Focus on the activities that you are most passionate about and have the highest return on your time.

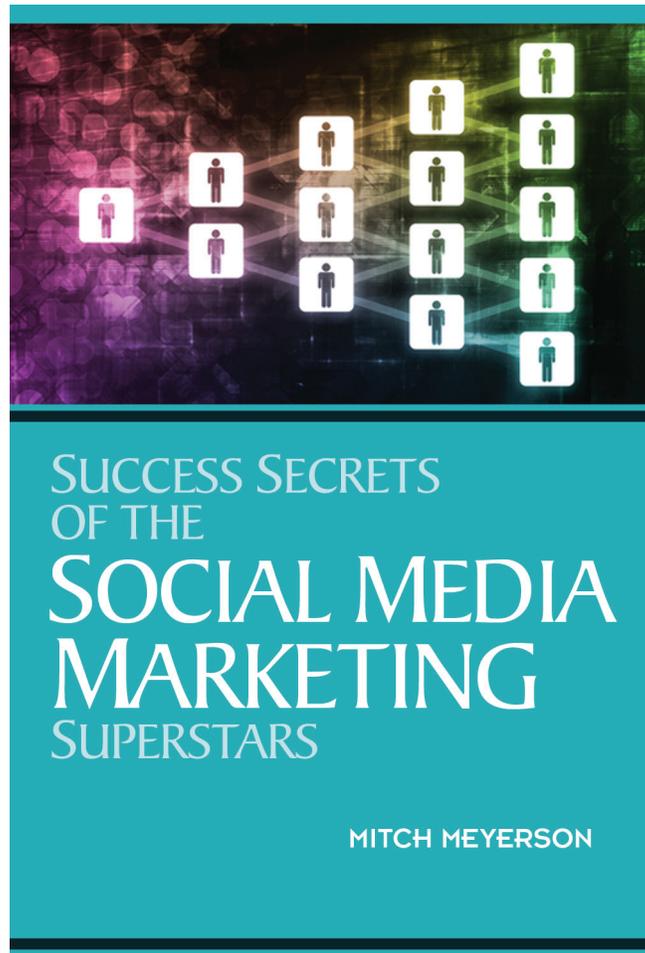
| Action Step | Week 1 | Week 2 | Week 3 | Week 4 | notes |
|----------------------------|--------|--------|--------|--------|-------|
| 1. Blog Posts | | | | | |
| 2. Tweets | | | | | |
| 3. Mailings to Email List | | | | | |
| 4. Facebook Status Updates | | | | | |
| 5. You Tube Videos | | | | | |

See next page for a printable template. Make a new copy every 4 weeks.

Social Media Action Tracker

| Action Step | Week 1 | Week 2 | Week 3 | Week 4 | notes |
|-------------|--------|--------|--------|--------|-------|
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Coming in summer 2010...



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Mitch Meyerson is the author of 9 books
and Founder of Guerrilla Marketing Coaching

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