

Social Media Marketing Calendar

Week of: _____

	Morning	Afternoon	Evening
Personal Touch			
Social Proof			
Obvious Offer			
Something For Search			
Value Added			
The Question			

Personal Touch: A few words that show you're human and approachable—the type of person your audience wants to do business with.

It's Patty's birthday. We've got a chocolate cake... Yummm.

Social Proof: A retweet or quote from one of your customers that proves that you know your stuff
rt @Colligan Amazing pizza at Jones': Make sure to try the anchovie pie.

Obvious Offer: It's always okay to sell something.
Come in Thursday at 5 p.m. for half off the Nachos!

Something for Search: Rock the world with your keywords!
Who's your favorite San Diego Pizza Restaurant?

Value Added: Give a little back. Considering scratching the back of someone who might do the same for you.
Great link on date nights in San Diego—bittly.com/fsdh467

The Question: People always love to give their opinion. Give them the chance.
What's your favorite pizza topping?

How to Use the Social Media Marketing Calendar

- At the beginning of each week write one tweet for each of the six types of messages.
- Then plan out over the next week when you will send out each of these messages.
- It is a good idea to send a message on various days and at different times of the day (Morning, Afternoon, and Evening) because not everyone is on twitter the same time to see your tweet.
- If you have any questions about using the social media marketing calendar please let me know, you can e-mail me at Rhonda@rhondapercell.com
- Please feel free to share this marketing calendar with other local business owners that you know.

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