

SBA LEARNING CENTER

U.S. Small Business Administration

SOCIAL MEDIA MARKETING ACTION PLAN

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Action Item	Purpose	Completion Date	Yes	No
Complete Marketing 101: A Guide to Winning Customers	Ensures I understand basic marketing concepts			
Discuss benefits of social media marketing with business partner, if applicable	Solidifies unified marketing philosophy before proceeding			
Educate myself on social media jargon/terminology	Raises my personal comfort level around social media marketing			
Research various social media platforms, to include social networks	Assists with decision-making process regarding which platforms are best suited for my business needs			
Ensure I am absolutely clear on—and believe in—my business branding and social media message	Puts my business branding at the forefront of every effort regarding social media marketing design			
Consider whether I want to: <ul style="list-style-type: none"> • Design my own page(s) • Collaborate with a professional 	Removes stumbling blocks that keep me from getting started			
Depending on the option I select above: <ul style="list-style-type: none"> • Research best practices and supporting guidelines for design • Research a professional for collaboration, if applicable 	Turns my vision into reality by taking that first step			
Review social media pages across platforms to ensure I have a unified social media presence	Reduces confusion for my customers and create strong business branding			
Research how to use web analytic features for the various social media platforms or hire someone to help me	Optimizes social media data to determine my actual rate of reach and rate of engagement			
Make adjustments to existing social media marketing campaigns, based on web analytics	Increases social media marketing campaign Return on Investment (ROI)			