



01

IDENTIFY YOUR TARGET AUDIENCE

Start by researching who your ideal customers are. Create detailed profiles for both primary and secondary personas, including their needs, demographics, interests, and behaviors.



CREATE CUSTOMER PERSONAS

- Primary

Describe their **age, location, job title, goals, challenges, interests,** and **online behaviors.**
- Secondary

Provide similar details but for a different segment of your audience.

02

SET UP SOCIAL MEDIA BUSINESS ACCOUNTS

Choose the right platforms based on your audience.



- f

Longer-form posts, groups for community building, and live streams for real-time interaction.
- ig

Visual stories, IGTV, Reels, and Stories for daily engagement.
- yt

In-depth tutorials, vlogs, and collaborative videos.
- t

Short, snappy updates, and thought leadership in trending topics.
- in

Professional insights, industry news, and networking content.
- tk

Fun, relatable short-form videos that capture trends.

- Ensure your profile is complete with a professional photo, bio, contact info, and website link.
- Post a welcome message and initial engaging content to kickstart your presence.

03

CONTENT STRATEGY FOR CUSTOMER JOURNEY

Creating a content strategy that matches your customer journey is essential for engaging and nurturing your audience. By focusing on each stage, you can craft compelling stories that resonate, meet your customers’ needs, and build lasting connections.

- ✓

Blog posts, infographics, and **social media ads** to introduce your brand. Use storytelling elements to create an engaging narrative.
- ✓

Videos, webinars, and **how-to guides** to engage and inform. Incorporate the hero's journey to illustrate challenges and solutions.
- ✓

Testimonials, case studies, and **product demos** to build trust and desire. Tell stories of success and transformation.
- ✓

Clear **CTA (Call-To-Action) posts, special offers,** and **free trials** to drive conversions. Narrate the final steps towards achieving goals.
- ✓

User-generated content, reviews, and **referral programs** to encourage word-of-mouth. Share stories of loyal customers becoming brand advocates.



04

COMMENTING ON OTHER CONTENT

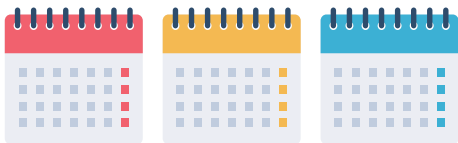
Engage with your audience by commenting on other posts to boost visibility and foster relationships. Apply Gary Vee's \$1.80 method: give your “2 cents” on 9 trending posts across 10 popular hashtags daily.



05

CREATE A THREE-MONTH CONTENT CALENDAR

Plan your posts ensuring they are **educational, inspirational, entertaining,** or a combination of these elements. Each post should tell a part of your brand's story, reflecting the hero's journey.



06

MEASURE KPIs & OPTIMIZE

Track metrics like **engagement, reach, click-through rates (CTR),** and **conversions.** Adjust strategies based on performance data.



- Problem

Not getting likes or comments.
- Solution

Engage with your audience more actively, ask questions, use hashtags, and post at optimal times.

- Problem

Low reach.
- Solution

Promote posts, collaborate with influencers, and use paid advertising.

- Problem

Lack of content ideas.
- Solution

Use content calendars, follow industry trends, repurpose existing content, and incorporate storytelling techniques.