

## B2B Social Media Strategy Template

### 1. Set Clear Goals

- What do you want to achieve?
  - Example: Increase brand awareness, generate leads, or boost website traffic.
- SMART Goals: (Specific, Measurable, Achievable, Relevant, Time-bound)
  - Example: "Increase LinkedIn followers by 10% in 3 months."

### 2. Know Your Audience

- Who are your target customers?
  - Example: Industry, job titles, company size, pain points.
- What social media platforms do they use?
  - Example: LinkedIn, Twitter, Facebook.

### 3. Competitor Analysis

- Who are your main competitors?
  - Example: List 3-5 competitors.
- What are they doing on social media?
  - Example: Posting frequency, types of content, engagement level.
- **\*\*What can you learn from them?\***

### 4. Content Plan

- What content will you share?
  - Example: Blog posts, case studies, videos, infographics.
- How often will you post?
  - Example: 3 times per week.
- What tone and style will you use?
  - Example: Professional, friendly, informative.

### 5. Engagement Strategy

- How will you interact with your audience?
  - Example: Reply to comments, ask questions, participate in discussions.
- What multimedia elements will you use?
  - Example: Images, videos, polls, infographics.

### 6. Posting Schedule

- Create a Content Calendar:
  - Monday: Share a blog post on LinkedIn.
  - Wednesday: Post a customer testimonial on Twitter.
  - Friday: Share a case study on LinkedIn.

### 7. Monitor and Measure

- What metrics will you track?
  - Example: Engagement rate, follower growth, website clicks.
- **\*\*How often will you review your performance?\***
  - Example: Weekly or monthly.

### 8. Adjust and Improve

- What's working?



- Example: More engagement on posts with images.
- What's not working?
  - Example: Low interaction on Facebook.
- How will you adjust?
  - Example: Focus more on LinkedIn, less on Facebook.

This template is designed to be simple and easy to follow, helping you create a B2B social media strategy that works for your business.