

MODULE 8 WORKSHEET

# ONLINE MARKETING

## **Set Your Strategy**

Your online strategy should be as well-planned as your marketing strategy. You must consider your business goals, and how each channel should be used to achieve those goals. Before you start on this strategy sheet, pull out your mission/vision statements, and your goal sheet for your company.

Who is your target audience? List the demographics:

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List the social media channels used by your target demographic:

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What conversations are happening on those channels? How can you join in?

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What are your objectives for social media?

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What platforms will/do you use?

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What role will each platform play for your brand?

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**Set Your Strategy, page two**

What content will you create/curate on each platform?

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How will your social media marketing coordinate with your offline marketing?

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How will you track analytics for each platform?

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What will you use a measure of success for each platform?

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Remember that the number of followers or “likes” isn’t always the truest measure of success:

**QUALITY**  
— OVER —  
quantity