

Strategy Assignment Form

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Student Name: _____

Class: _____

Instructions: Please fill out this form below in great detail. This is an individual assignment to be completed for SIGM 365, "Innovations And Social Media."
Good luck!

Goal

1. What is your overarching goal for your campaign? (Examples include "Drive traffic to your website," "Web presence," "Increase engagement," "Customer service," "Data gathering and research" and so on). Elaborate on why you chose the overall goal for your campaign in the three lines below.

Answer: _____

No strategy makes sense without clear goals.

Research

1. Who Do You Want To Talk With And Why?

2. What Are Your Audience's Main Goals? And Why?

3. Age Range: _____

4. Brands They Like: _____

5. Interests: _____

6. Problem (s) You Are Solving For Them: _____

7. Where Did You Find The Former Information?

Tasks

1. Daily Tasks: _____

(Examples: Moderate comments, retweet and remove feed spam, be social in and out of social media)

2. Weekly Tasks: _____

(Examples: Schedule out your content in hoot suite, Pin 20-100 pins for the week, create custom images in photoshop for social & blog, repurpose micro content, post 7 posts on instagram and three instagram stories, produce video content with smartphone and release a vlog).

3. Monthly Tasks: _____

(Examples: Add you monthly promotions or giveaways, gather your content for the month, e.g., photos, captions, video footage, analyze content with analytics tools).

Content

1. What Are The Topics And Ideas You Want To Share?

2. What Is The Added Value That You Want To Provide On The Social Web?

3. What Kind Of Content Are You Going To Post?

Platform Used

1. Which Platform (s) Are You Going To Use To Deliver Your Content And Why?

(Examples: Facebook, Instagram, Snapchat, Peach, TokTok, etc).

Growth

1. Of The 10 Strategies To Grow Your Social Media Accounts We Discussed In Class, Which Three Strategies Are You Going To Use To Grow Your Account?

Hashtag Position

1. Which Hashtags Are You Going To Use And Why?

2. Of The Up To 100K Daily Post Hashtags, Which Hashtags In This Range Are You Going To Use And Why?

3. How Many Hashtags Are You Going To Have Per Post?

4. How Are You Going To Quantify The Success (Or Failure) Of Hashtags In Your Posts? _____

Monitoring, Analytics, Reporting

1. How Are You Going To Listen To What People Say About You In Social? Explain.

2. How Are You Going To Measure What Your Strategy Achieves? How Do You Gain Insight And Improve Your Approach For the Future?

3. Which of the Following Are you Going to Use To Quantify Your Campaign?
Instagram Insights? Ninjalitics? Sproutsocial? Analytics App?
