

A Guide to Social Media Marketing for Small Businesses

Step 4: Set Social Media Goals

Your social media marketing goals should be unique to your business and overall company vision. Use your assessment worksheets to determine current challenges facing your social media presence. These might include: no current content or presence, low website traffic, weak audience engagement, minimal brand awareness, or poor brand reputation or customer service. Once you've identified current challenges you should produce strong social media goals and clear plans of action to meet these challenges. To get you thinking, here is what a completed goals worksheet would look like:

| Worksheet 4: Social Media Goals | | |
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| CHALLENGE: | GOAL: | PLAN OF ACTION: |
| No current SM presence | Create SM presence | <ul style="list-style-type: none"> • Build a Google+ Page to increase web presence • Identify 3 additional key platforms that are valuable to industry customers • Create accounts on these platforms and generate engaging content |
| Low website traffic | Drive customers to the website | <ul style="list-style-type: none"> • Ensure that all social media accounts are linked to the company website • Produce content that includes links to helpful resources on the company website • Consider enhancing your website with a blog that provides valuable industry content to drive new visitors to the website |
| Weak audience engagement | Increase audience engagement on current SM platforms | <ul style="list-style-type: none"> • Assess current content type – compare to industry standard • Get creative! Focus marketing efforts where it counts (contests, surveys, videos, etc.) • Drive new conversations with better keywords and hashtags • Identify and connect with industry influencers |