
Our social media strategy design process

Step 1:

Choose goals that align to business objectives.

Step 2:

Learn everything you can about your audience.

Step 3:

Get to know your competition.

Step 4:

Do a social media audit.

Step 5:

Set up accounts and improve profiles.

Step 6:

Create a social media content calendar.

Step 7:

Create compelling content.

Step 8:

Track performance and make adjustments