



Ideas360 Checklist: Social Media Checklist

Are you **effectively** reaching your target audience on social media? Do your social media efforts result in **conversions**? Likes and followers are just part of the picture - the goal is to motivate people to buy the product or service you sell?

Social Media is just one aspect of a comprehensive marketing strategy. Most importantly, we believe it should generate a Return on Investment (ROI). Our Social Media Checklist provokes thoughtful questions on how to make the most of your time and resources for a social media strategy that provides the results you desire.

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Social Media

- () Do you have an ideal client profile and if so, which platforms does your audience engage with?
- () Does your social media convey the proper messaging?
- () Which platform(s) are you using to reach your target audience?
- () Are you self-promoting or providing valuable content?
- () Do you offer high-value premium content?
- () How much traffic does social media drive to your website?
- () Is your overall digital strategy cohesive and is the messaging aligned with 'sales'?
- ()
Does your social media include strong Calls to Action (CTA)?
- () Do you create blogs and articles that position you as the expert in your field?
- () Are you an expert at social media?
- () Do you understand how algorithms impact your ability to appear in feeds?
- () Are you posting on your company page and on your personal page?
- () Do your employees and Sphere of Influence share your content?
- () How many 'sales' can you attribute to your social media strategy?

If you've been 'winging it' on social media, perhaps it's time to take a look at how effective your strategy is. Need help? Ideas360 provides strategies for sales-driven marketing.

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