

STRATEGY

SOCIAL MEDIA STRATEGY WORKBOOK



BY SAMANTHA RODRIGUEZ

WORKBOOK

2021

FIRST EDITION



W O R K B O O K



SOCIAL MEDIA STRATEGY

Hi everyone! In this workbook, I'll be helping you develop a social media strategy that works for you AND your business! Be sure to brainstorm and write through all of the prompts to get to the most out of this free workbook!

X O , S A M A N T H A R O D R I G U E Z

OTHER SOURCES

YOUTUBE

How to Develop a Social Media Strategy

Watch this video to learn how to use this workbook at a high level.

[CLICK HERE](#)



BLOG POST

How to Develop a Social Media Strategy

Watch this blog to learn how to use this workbook at a high level.

[CLICK HERE](#)

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WHAT ARE YOUR BUSINESS

GOALS?

What are your offers?

How many do you want to sell of each offer?

Are you running any promotions, if so, when?

WHAT IS YOUR

COMMITMENT

How much time do you have to dedicate to the process?

What team members will support you if any?





Do you need to hire? If so, what role?

Who will be in charge of each task?

SOCIAL MEDIA

DETERMINING YOUR PLATFORMS

WRITE A SUMMARY OF EVERY PLATFORM YOU USE AND LIST THE PROS AND CONS

<div></div> <div>FACEBOOK</div>	<div>SUMMARY:</div> <div>PROS:</div> <div>CONS:</div>
<div></div> <div>INSTAGRAM</div>	<div>SUMMARY:</div> <div>PROS:</div> <div>CONS:</div>
<div></div> <div>YOUTUBE</div>	<div>SUMMARY:</div> <div>PROS:</div> <div>CONS:</div>
<div></div> <div>PINTEREST</div>	<div>SUMMARY:</div> <div>PROS:</div> <div>CONS:</div>

**ADJUST THE PLATFORMS TO WORK FOR YOUR BUSINESS*

IDEAL CLIENT

your clients and customers

Describe your ideal clients struggle...

What social media platforms are they on?

How are they searching for the answers to their problems?



TAKE ACTION

It's time to put the decisions you made into action!

What social media platforms you choose? Who is creating, who is planning, who is editing, and who is publishing? Is it you? Is it your team? Do you need to outsource any of this? Is all going to be done by you? Does this need to be batched once a month? Is this something that needs to be batched weekly or daily? What is the daily commitment? Some of the tasks for your social media strategy may need to be done just on the fly daily.

So those are a lot of things to consider and getting this into a schedule or an SOP is going to be so crucial to the consistency portion. You have to stay consistent with your social media strategy.

Consistency is super important when it comes to having an effective social media strategy.



FREE MASTERCLASS

How to Create Content That Generates Leads



Do you want to learn how you can maximize your content creation and bring in more leads for your business? Join us on February 16th at 7pm EST for our free masterclass to learn how!

[REGISTER NOW](#)

meet

SAMANTHA

Samantha Rodriguez

Samantha is a lead generation strategist for online business owners. She started out as a virtual assistant, specializing in social media, marketing, and DM lead generation. After becoming really involved in her client's lead generation process and successfully helping her clients sign clients, she now specializes in helping business owners get their dream clients without sacrificing their time or happiness!



Thank You

“

THE
WORLD
NEEDS
WHO YOU
WERE
MADE TO
BE.”

Thank you so much for participating in this workbook! Feel free to subscribe to my youtube channel or follow me on Instagram for more free content like this.

You are so capable of all your business goals and I hope you can believe in yourself as much as I believe in you!

xo,

Samantha Rodriguez

CHECK OUT OUR
OTHER AMAZING
RESOURCES

2021 Content Calendar for
Lead Generation

CLICK HERE

	A	B	C	D	E	F
1	January 2021					
2		Sunday		Monday		
3		12/27		12/28		
4						
5	Events:					
6						
7	Instagram:					
8						
9	Instagram Stories:					
10						
11	Instagram Live:					
12						
13	Reels:					
14						
15	Facebook Group:					
16						
17	Facebook Business Page:					
18						
19	LinkedIn:					
20						
21	TikTok:					
22						
23	Youtube:					
24						
25	Youtube Community:					
26						
27	Podcast:					
28						
29	Blog:					
30						
31	Pinterest:					
32						
33	Email:					
34						
35		Sunday		Monday		
36		1/3		1/4		



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