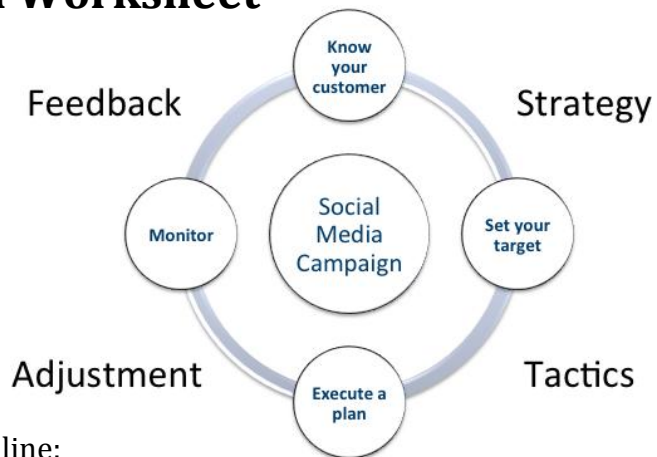


Social Media Campaign Worksheet

Know your customer

- Age:
- Gender:
- Location:
- Income:
- Education:
- Ethnicity:
- Family:
- Where are your customers online:
- What do your customers do online:
- How do they make decisions:
- Who influences their decisions:
- How do they use social media:



Set your target

- What is the campaign's objective:
- What is the campaign's goals (SMART):
- What measurements are being put in place to track the goals:
- Why should the target market become engaged with the campaign:

Execute a plan

- What is the budget for the campaign (initial/ongoing):
- What is the length of the campaign:
- What will be the social media component of the campaign:
- Will the social media campaign be supported with advertising (print/online):
- Does the campaign creative/concept allow for future campaigns:

Monitor

- What measurements are most important:
- What are the benchmarks:
- What are the objectives:
- How often are measurements analyzed:
- What is the mechanism for acting upon measurements: