

GURU STRATEGY OUTLINE

What are your social media goals?



Who is your target audience? (look at current customer base)

Age _____

Behaviors/
Interests _____

Demographic _____

Demographic _____

GOALS

AUDIENCE

What is your brand voice?
What is your brand aesthetic?

Find three adjectives that describe your business. Use these as reference for your content and verbiage.

#1 _____

#2 _____

#3 _____

BRANDING ELEMENTS

Choose Platforms:

Where is your target audience spending their time? Start there.

CHOOSE PLATFORMS

Content Strategy:

What types of content will you create? How will you get your message across to your audience? Be creative, and we always recommend planning your content ahead.

#1 _____

#2 _____

#3 _____

CONTENT