Create Social Media Marketing Goals that solve your biggest challenges

Step 1

The first step to any strategy is to understand what you want out of your efforts. Social media marketing isn’t about flipping a switch and calling it a day. Instead, social media planning should be looked at like cooking your favourite dish.

Step 2

Once you have your ingredients, you follow a recipe and presto! But that’s not always the case. What if you have guests and need to feed more people? What if someone is allergic to one of the ingredients? Suddenly, your goal goes from making a meal to ensuring it will feed enough people and be edible by all.

Step 3

That’s why creating goals is so critical to the first part of your social media strategy. At the same time, it’s best to st goals that you know are attainable. Asking for 1 million new Instagram followers in 2018 is unrealistic. With achievable goals, you’re more likely to stick to the original plan and continue to take on new hurdles as you complete old ones.

Step 4

This is the same reason why brands should never take on every social media channel possible in their current marketing strategy. Avoid over complicating a strategy with too many targets and objectivrs. Simplicity can take you a long way.

Step 5

And also, don’t forget to document your social media goals. Not only is it important to help you benchmark where you are, but it also improves your chances of achieving them. According to some statistics, people whoe write their gools down are 30 times more successful.

**Twitter’s most popular demographics include:**

Women users (25%)

18-29 year olds (36%)

Urban-located users (26%)

Those earning €50,000 - €74,000 (28%)

Users with college experience or more (29%)

**LinkedIn’s most popular demographics include:**

Men users (31%)

18-29 year olds (34%)

Urban-located users (34%)

Those earning €75,000 or more (45%)

Users with college experience or more (50%)

**Snapchat and other auto-delete app’s most popular demographics include:**

Men users (24%)

18-29 year olds (56%)

Those earning less than €50,000 (27%)

Users with some college experience (50%)