

BIG M^{🗨️}OUTH

Zero-Budget Social Media Growth Checklist



Audience Research



Who am I posting for?

- Create detailed customer personas (demographics, interests, pain points)
- Identify which social platforms your target audience uses most
- Research what content your audience engages with most frequently
- Analyze when your audience is most active online
- Join groups/communities where your target audience gathers

Platform Strategy



Where do I post?

Platform Strategy

- Select 1-2 primary platforms to focus your efforts
- Fully optimize your profile on each platform
- Professional profile photo/logo
- Complete bio with keywords
- Consistent brand colors and imagery
- Clear call-to-action in bio
- Create a branded hashtag for your content
- Research top-performing hashtags in your niche (10-15 options)



Content Planning

What do I post?

- Develop a content calendar (weekly/monthly)
- Establish a consistent posting schedule
- Identify 4-5 content pillars relevant to your brand
- Plan content mix (educational, entertaining, inspirational, promotional)
- Create content batches (set aside specific days for creation)
- Design templates for recurring content types



Content Creation



Write engaging captions that encourage interaction

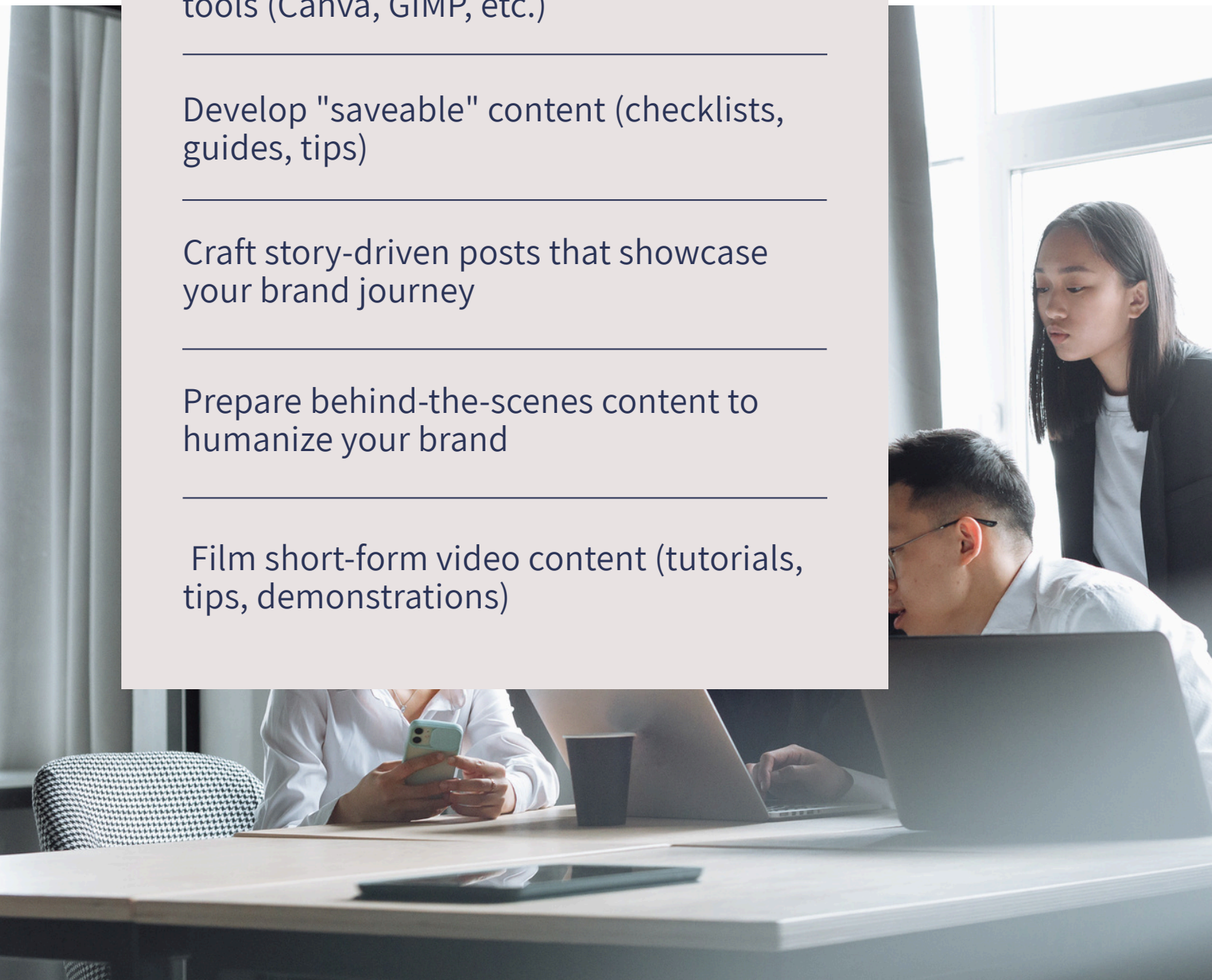
Create high-quality visuals using free tools (Canva, GIMP, etc.)

Develop "saveable" content (checklists, guides, tips)

Craft story-driven posts that showcase your brand journey

Prepare behind-the-scenes content to humanize your brand

Film short-form video content (tutorials, tips, demonstrations)



Engagement Strategy



Set aside 20-30 minutes daily for community engagement



Ask questions in your posts to encourage comments



Respond to all comments on your posts within 24 hours



Create polls/questions in stories to boost interaction



Join relevant conversations using industry hashtags



Comment meaningfully on 5-10 posts in your niche daily



GROWTH TACTICS

Implement a user-generated content campaign

Reach out to 3-5 complementary brands monthly for collaborations

Create and share free resources/templates

Host live sessions (Q&As, tutorials, interviews)

Participate in relevant trending topics/challenges

Share testimonials and success stories

Community Building



Create a unique community name for your followers

Highlight community members regularly

Develop exclusive content for loyal followers

Start/participate in relevant Twitter chats or LinkedIn discussions

Create themed days of the week for content consistency



ANALYSIS & OPTIMISATION

Review platform analytics weekly

Track key metrics (engagement rate, followers, shares)

Identify top-performing content types

Adjust posting times based on engagement data

A/B test different types of captions/visuals

Document insights and learnings monthly



Contact Information



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