

EASTEND.



SOCIAL MEDIA CHECKLIST.

Use this 10-step guide to instantly expand your business's social media presence.

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1. DEFINE YOUR GOALS

Start by setting clear goals for your social media marketing campaign. Do you want to increase brand awareness, generate leads, or drive sales?



2. KNOW YOUR AUDIENCE.

It's important to know your target audience on each social media platform. Understand their demographics, interests, pain points, etc. You can do this by surveying your Top 10 customers and understanding their buying psychology.



3. CHOOSE THE RIGHT PLATFORMS.

Select the social media platforms that align with your goals and your target audience. Each platform has unique features and audiences, so choose those relevant to your business.



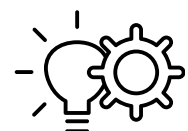
4. OPTIMIZE YOUR PROFILES

Make sure your profiles are complete, up-to-date, and visually appealing. Use high-quality images and branding elements that represent your business.



5. DEVELOP A CONTENT STRATEGY.

Plan your content and post consistently. Use a mix of formats such as text, images, videos, and stories to keep your audience engaged.





6. ENGAGE WITH YOUR FOLLOWERS



Respond to comments, messages, and mentions on time. Engage with your audience by asking questions, starting conversations, and sharing user-generated content.



7. USE HASHTAGS



Use relevant hashtags to increase visibility and reach on your posts. Research and use popular and trending hashtags that align with your content.



8. COLLABORATE WITH INFLUENCERS



Partner with influencers to promote your brand. Look for influencers with relevance, value, and credibility in your niche.



9. TRACK AND ANALYZE YOUR RESULTS



Use social media analytics tools to track your performance. Pay attention to engagement rates, audience growth, click-through rates, conversions, and other metrics.



10. ADJUST & OPTIMIZE YOUR STRATEGY



Based on your insights, adjust and optimize your social media strategy regularly. Test new approaches and refine your campaigns for better results.

GROW YOUR SOCIALS INSTANTLY.

BOOK A COMPLIMENTARY STRATEGY CALL NOW!

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