

Worksheet: Develop a Social Media Marketing Strategy

Developing a basic social media marketing strategy requires two steps:

Step 1: Choose one to three social networking sites to actively join by marking an "X" next to the site name. While you can join as many as you wish, it is more important to be active in a few sites than inactive in a dozen sites. Each site you join is a time commitment, so be realistic in how many sites you can actively participate. Blank lines have been provided for you to add additional sites. Site demographics can be found at www.quantcast.com.

Step 2: Choose communication tools that provide compelling content to drive people to learn more about your business by marking an "X" next to the tool. The common types of communication tools have been included along with examples and/or service providers. Blank lines have been provided for you to add your own tools.

Step 1: Choose Social Networking Sites		
X	Site	Description
	Eons.com	Social Networking Site for Baby Boomers
	Facebook	Social Networking Site for the General Public
	LinkedIn	Social Networking Site Primarily Focused on Professionals
	Meetup.com	Social Networking Site Used to Organize Offline Meetings
	MySpace	Social Networking Site Generally for Teens and Young Adults
	Twitter	Micro-Blogging Site for the General Population
Step 2: Choose Communication Tools to Promote Your Business		
X	Tool	Examples/Service Providers
	Blogs	Blogger.com, Typepad.com, Wordpress.com, MIAGD.com
	Document Sharing	Box.net, Google Presentation, SlideShare.com
	E-Book	Electronic Book in .pdf Format
	Event Registration	Cvent.com, Eventbrite.com, Regonline.com
	Internet Radio	BlogTalkRadio.com
	Newsletter Articles	Electronic Copies of Your Print or Electronic Newsletter
	Podcasts	iTunes
	Press Releases	BusinessWire, Free-Press-Release.com, PRNewswire, PRWeb.com
	Videos/Video Blog	Vimeo.com, YouTube
	Webinars	Gotowebinar.com, Webex
	Website	Your Firm's Website Which May Include Website Articles



Wealth Management
Marketing

This worksheet is provided to you courtesy of Wealth Management Marketing.
Visit www.WealthManagementMarketing.net for more advisor tools.