Symmetrical Media Marketing B2B Strategy Template

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Bring balance to your social media strategy

My Company:

What are my social media marketing strategy objectives? (Be specific)

Who is going to manage my social media accounts?

Who is my target client?

Which social media platforms will I use to reach my target audience?

How frequently will I post content on these platforms?

What content will I post and blog about?

What kind of media will I include in my posts and embed in my blog posts?

How frequently will I blog?

Which social media tools will I use?

Which social media platforms will I run Advertisements on and how?

Symmetrical Media Marketing 5 Keys to Success:

* Build Brand Credibility
* Promote Awareness
* Establish Relationships
* Provide Value
* Be Consistent

Additional Tips: