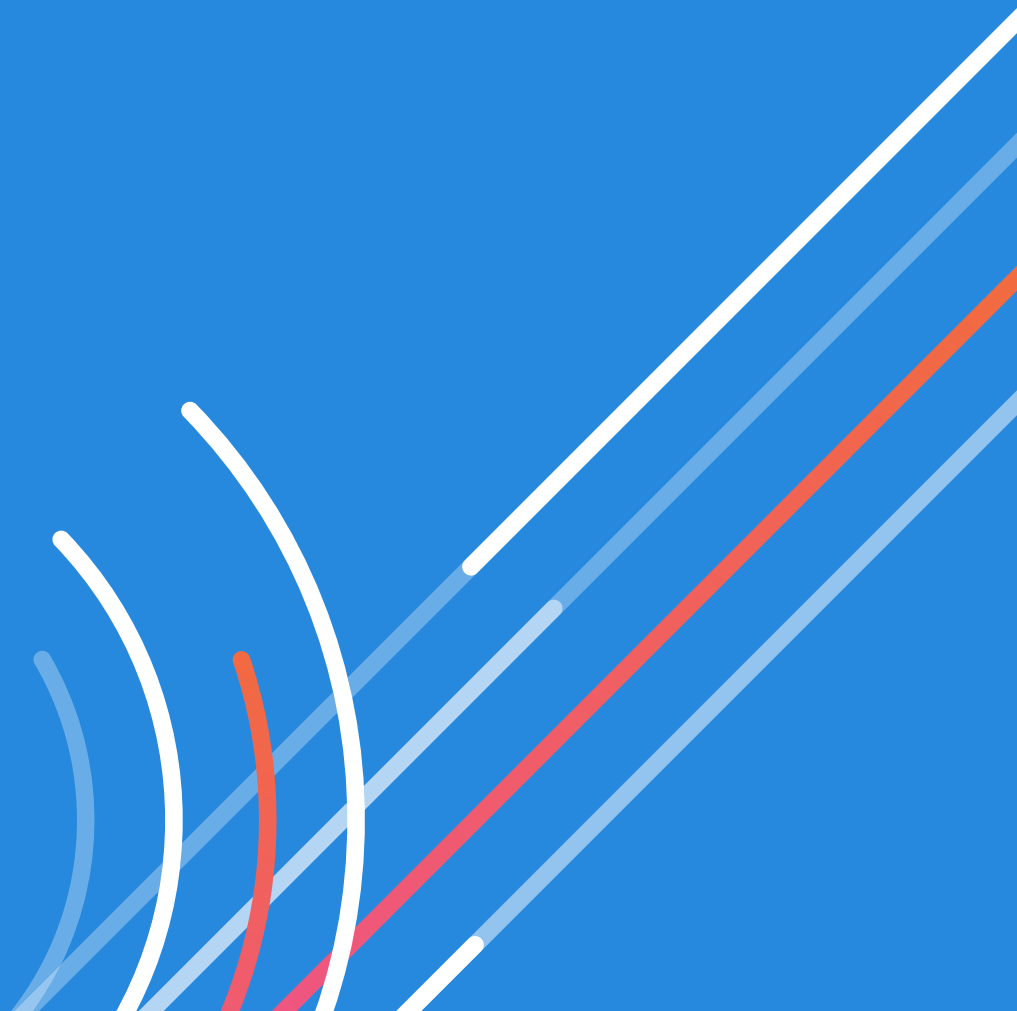


Social Media Campaign Checklist





Why should you use a checklist to plan your social media campaigns?

Like aging a fine wine, planning a successful social media campaign takes time! We're here to tell you: Don't rush the process of figuring out what you're doing, and why you're doing it. Put a plan in place so that your day-to-day campaign activities are all accounted for and your potential for results is maximized!

We created this Social Media Campaign Checklist as your go-to for campaign planning. You can print out a copy of this checklist for each campaign or use it digitally. Give it to your team. Live by it.

You'll be on track to having every aspect of your campaign covered!

BONUS

Be prepared for any type of campaign with our extra guides for specialized campaigns.

Included in this guide:

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Planning

Every good outcome begins with a plan!
Answer these questions to build a strong foundation for your campaign.

What is this campaign about?

You might have a new product launch coming or simply want to engage with your audience.

What is your primary goal?

Is your ultimate goal to increase purchases, drive awareness or build loyalty?
Choose one for the best results.

Who is your audience?

This will come in handy when developing content, so be as specific as possible!

What social media platforms will you utilize?

Every platform might not be in line with your campaign goals & audience. Stick to the ones that work!



Unsure of which platforms to focus on?



Facebook is best for posting general company updates and running interactive campaigns.



Use Twitter for short text updates and campaigns utilizing partnerships and influencers.



At its core, LinkedIn is a place for professionals to connect. If you're a B2B brand or involved in talent sourcing, it might be for you.



Instagram is entirely based off of visuals, so focus here if what you offer is within travel, fashion, art or the like.

If you are working with a team, decide on responsibilities.

Keep your team accountable by assigning specific roles to each element of a campaign.

List any examples of campaigns that inspire you.

Inspiration drives success! Don't be afraid to be inspired by what other brands are doing and add own your personal touch.

Execution

Once your plan has been laid out, organize your assets and get the message out there, loud and clear.

■ Create an editorial calendar.

An editorial calendar will help your team visualize what is coming up and what you might be missing.

i Create your editorial calendar in a sheet or project management tool to ensure it's easily accessible.

■ Develop content.

This is a big one! From articles to photos and post copy to design assets, lay it all out.

■ Decide if you need extra coverage.

For larger campaigns you will need more hands on deck. Who will be handling brand monitoring?

■ Schedule your prepared content.

Now that your content is prepped and ready to go, you need to schedule/publish it.

i Sendible makes it easy for you to manage all of your campaigns in one place!
Get access to simple scheduling, content creation, brand monitoring and more.

[START YOUR FREE TRIAL](#)

■ Review your campaign as you go.

Track your results as you go and make any necessary tweaks when required!

Assessment

You've put in the work, now it's time to measure your results! This step is critical to how you approach your next campaign.

Did you meet your goals?

Think back to your primary goal. Did you meet it or did you fall a bit short?

Were there any glaring mistakes?

Nothing is perfect. Take some time to record any major mishaps so you can learn for the next time.

What content performed the best?

Numbers speak for themselves! Did you see the most return from short videos, for example?

What feedback was received?

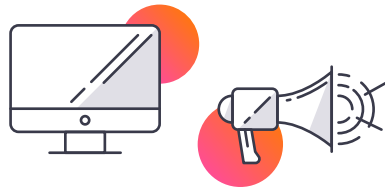
If you got any feedback along the way, either internally or from clients/fans, record it.

What could you change for the next campaign?

Think of specific elements, from planning to the very end, that could be tweaked for next time.



What about specific campaign types?



Product campaigns

A product campaign is designed to promote, you guessed it, a new product! In actuality, it's more about your audience and how the product will serve them than the product itself.

Make sure you can check these off your list before launching a product campaign:

- **Get fully briefed on the product.**
- **Develop an 'elevator pitch' about what the product is.**
- **Focus on the pain points the product solves when marketing it.**



Influencer campaigns

The objective of every influencer campaign is to gain access to an already flourishing community on social media. Your target influencer can help to promote and sell your product.

Don't forget to cover your bases:

- **Find relevant influencers who match your brand and voice perfectly.**
- **Establish consistent communication channels with your influencer.**
- **Cover expectations of responsibilities, liabilities and compensation.**

Not every campaign is straightforward! Here are some extra tips to ensure you're covering your bases.



Seasonal campaigns

Seasons and holidays happen every year, and they're excellent opportunities to drive engagement and prepare content that will reach a new audience.

Don't miss the opportunity to connect with your audience and/or make sales:

- **Think: What will make you stand out amongst the other holiday noise?**
- **Create content that is on brand, but also fresh.**
- **Plan early, especially for big holidays like Thanksgiving and Christmas.**



Milestone campaigns

Maybe your milestone is a company launch date, or the anniversary of a product. Regardless, a special occasion allows your fans and followers to celebrate with you.




Prepare well before the milestone hits:

- **Start planning as much as a year in advance (depending on the milestone).**
- **Showcase your 'legacy' in the content and promotion.**
- **Host a live video from your HQ to share your company culture.**

Schedule your first campaign in Sendible today!

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