

STRATEGIC MARKETING PLAN

Example

OBJECTIVE

What would you like to achieve?

Build social media
influence

KPI

How will success be measured?

50 new followers per
month

CHANNEL

Which media channel will you be using?

Instagram & Facebook

STRATEGY

How will your objectives be achieved?

Identify & analyse audience
behaviour

Develop content a calendar
& manage

Build audience
engagement &

Test, analyse & measure

THE MEDIA FORMULA