

Social Channels Checklist



You have decided to explore adding additional social channels to your marketing mix. What's next? We've developed a checklist to set you on the right track. If you can check all of these boxes you're well on your way to social media marketing success!



Structure your organization for success

- o Ensure all marketing channel leaders are informed of the plan to integrate new social media channels into your marketing mix. Lack of integration with other marketing channels diminishes return.



Confirm targeting methods

- o Audience targeting capabilities vary by channel. You may also choose to apply a secondary data source to narrow in further.



Confirm measurement capabilities

- o Can you get quality impressions and engagement on these channels? Ensure your KPIs can be measured within the channel.



Set a measurement plan

- o Determine what you will measure, where those metrics are held, and how often you will report on them.



Identify content needs

- o Determine ideal content types and cadence.
- o Set and secure budget to support content development. Depending on internal resources available, this may involve hiring a third-party agency to support content strategy and development.



Determine value of paid advertising in the channel

- o Research costs to boost your social content or feature it in paid social ads within channels.
- o Determine the appropriate level of spend to achieve your KPI goals efficiently. Ask yourself if this aligns with current KPIs like site visits / lead gen or if it introduces a new KPI like optimizing towards customer engagement in platform via shares and likes.



Brainstorm content concepts

- o Engage leaders from across your organization to contribute to a robust content pipeline that reflects diverse brand priorities.



Set content calendar

- o Work backwards to establish a production timeline.
- o Identify which content can be repurposed in other channels. Build time to complete those edits into your production timeline to maximize efficiency.
- o Ensure ample time in market for content that will be supported with paid. Lack of time in market diminishes results.

By channel, know the analysis, content generation, activation, optimization and paid media requirements to be successful in an ongoing effort, not just a campaign.

Focus on what users expect to see in the given channel.

For example, TikTok: Don't make ads. Make TikToks. Users expect authenticity and entertainment, and brands that deliver can garner an engaged audience.

Sources: TikTok, Association of National Advertisers