


















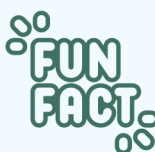










Four week social media challenge (B2C)

	MON	TUE	WED	THUR	FRI	SAT	SUN
W01	 SHARE A QUICK TIP	 BLOG ABOUT YOUR STORY	 SHARE A REVIEW	 ANSWER AN FAQ	 SHARE A QUOTE	 EXPLAIN AN INDUSTRY TERM	 FILL IN THE BLANK
W02	 ASK A QUESTION	 BEHIND THE SCENES	 TALK ABOUT YOUR INSPIRATION	 ANNOUNCE SOMETHING COMING	 BLOG ABOUT YOUR STORY	 PRODUCT SPOTLIGHT	 RUN A POLL
W03	 ANSWER AN FAQ	 TUTORIAL - SHOW SOMETHING HELPFUL	 PRODUCT SPOTLIGHT	 SHARE A QUICK TIP	 SPOTLIGHT A CUSTOMER	 FUN FACT ABOUT YOUR BUSINESS	 TALK ABOUT YOUR INSPIRATION
W04	 SHARE A REVIEW	 BLOG ABOUT YOUR STORY	 JUST FOR LAUGHS	 PRODUCT SPOTLIGHT	 BEHIND THE SCENES	 TALK ABOUT YOUR INSPIRATION	 RECYCLE YOUR BEST POST

Be clear about your objectives and focus on just 3 of these...

- Increase brand awareness
- Increase website traffic
- Increase social media followers
- Direct sales
- Increase social media engagement
- Market research and customer insight
- Try to include a 'call to action'

Create content that helps people know, like and trust you...

-  **KNOW...** who are you? What is your story? What do you care about?
-  **LIKE...** engage people, add value, entertain, keep it lighthearted
-  **TRUST...** make it feel credible, use testimonials, endorsements from trusted sources

Measure...

Look at your analytics to see what works, learn as you go and tweak your plan