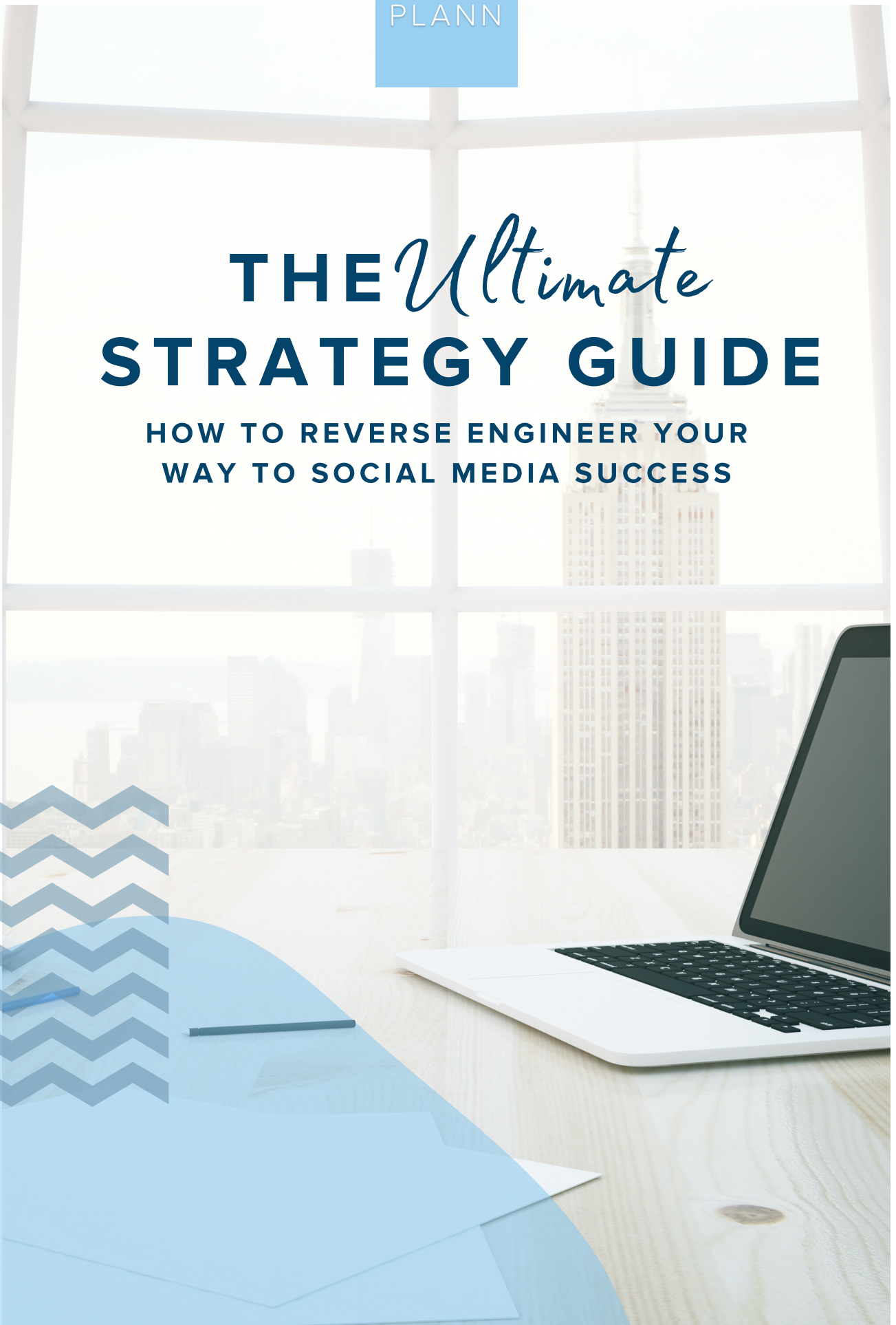


PLANN

THE *Ultimate* STRATEGY GUIDE

HOW TO REVERSE ENGINEER YOUR
WAY TO SOCIAL MEDIA SUCCESS





Introduction

Ever wondered what separates the people who manage to turn their social media into a lucrative business, and those who barely crack the 100 follower count? Sure, there are some people who get those kind of numbers just for looking fabulous in a bikini (and even that has become extremely competitive) But, for the most part, it all comes down to just one thing: Strategy!

Nope, nobody becomes social media famous on accident (apart from that one guy who just wanted to document his journey of quitting fizzy drink on TikTok!) . Having a solid strategy in place is a non-negotiable for growing on social media.

This means a couple of different things 1) reverse-engineering the result you want and working backwards until you achieve it and 2) intentionally creating the type of content your target audience is looking for.

Don't know where to even start when it comes to creating a strategy? Always start implementing one but get overwhelmed and can't stick to it consistently? We've got you sorted!



**STAY IN TOUCH
THROUGH INSTAGRAM**

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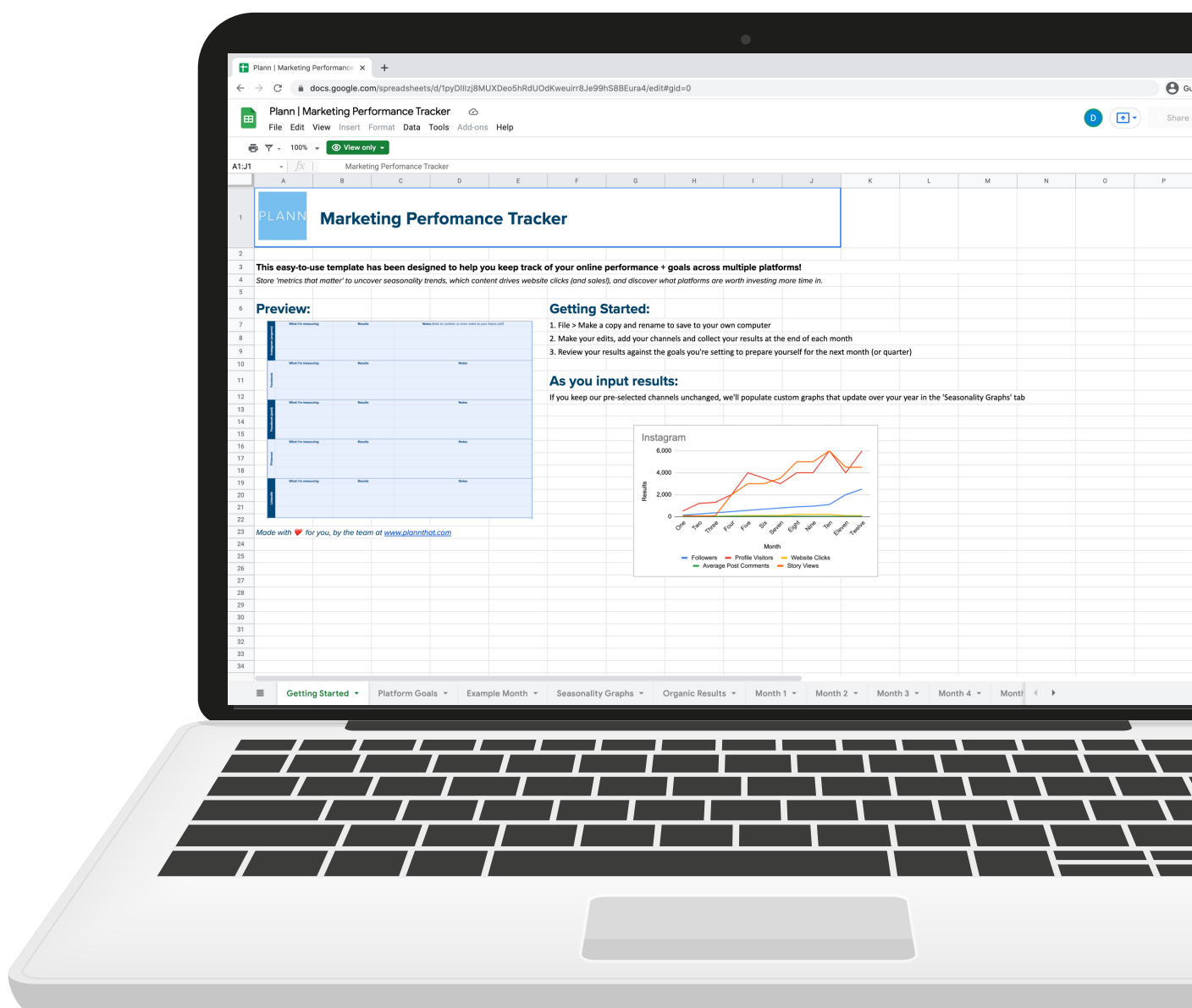
**HAVE YOUT TRIED ALL
THESE STRATEGIES?**

GET CLEAR ON YOUR GOALS

You can't map out a path without knowing your destination! In order to understand where you're going, it's important to get crystal clear on your goals for social media... and that means delving deeper than 'I want to grow on Instagram.'

Is your goal to have a certain amount of followers so you can work with brands as an influencer? Or, perhaps you want to increase your conversions so you can turn your followers into paying customers? By figuring out exactly what your objectives are on each platform, you can ensure you're using your time, energy and resources wisely.

Not sure where to begin when it comes to identifying your social media goals? Our marketing performance planner is the perfect starting point. Not only does it have space to record your goals across each of your platforms, but even has some examples to help get you started. You can grab your [free tracker](#) here (just be sure to make a copy, so you can edit it and add in your own goals)

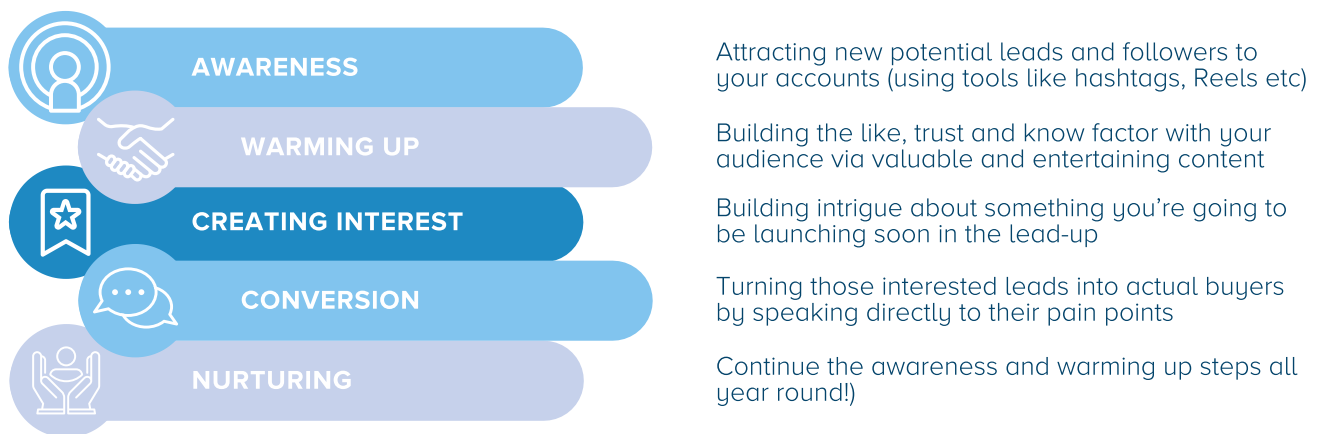


PICK YOUR CONTENT THEMES

Once you know what you want to achieve with your social media channels, it's time to figure out how you're doing to do just that. And this is where content (ie. the images, videos and words you're putting out into the world) is king.

Now, no matter who you are, what you do or what platforms you're using, this is important to note: not all of your posts should be overly promotional and salesy. In fact, a very small proportion of them should be (because if your audience feels overloaded, they'll likely run for the hills)

Generally, a solid sales strategy will follow this sequence:

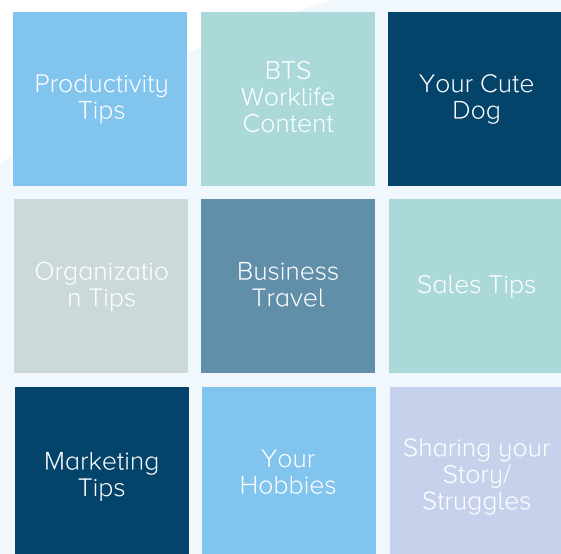


For this reason, your content strategy should be intentional, varied and well-rounded. To help make sure you're talking about a good range of themes online (and that they all tie in nicely together) we recommend picking your 'top 9.'

No, that isn't a Myspace throwback! Otherwise known as content pillars, these are 9 core themes you alternate between talking about on your social media channels. So example, if you're a business coach, this might look like:

As you can see, there's a good mix of content there to engage followers at all different stages of your funnel.

The extra bonus here is that you'll never be left thinking "what should I post on social media today?" because you always have a content theme to pick from.



CHEAT A LITTLE

You don't have to reinvent the wheel and create your strategy from scratch! Using tried-and-tested strategies can be an excellent way to fast-track your success on socials. And, we've got your 'strategy in a box' ready for you, right inside Plann! Sitting inside the strategy tab, we have content prompts for over 50+ different industries — everything from bloggers to brick-and-mortar stores. We even have prompts especially for launches, such as flash sales!

These include 9 different prompts to spark content inspiration which together make up a holistic strategy. You can pick just one that best meets your needs, or mix and match to your heart's content. Drag them onto your grid or stories, then bring them to life with your photos, videos or graphics.

Still need a little more guidance? We also create free monthly content calendars with 30 days of content inspiration. This includes not only prompts for captions, but accompanying Canva templates for every day of the month. You can check out our most recent calendar [here](#).

CONTENT PROMPTS

Search Industries

Outfit of the day

Hair inspo

Up-close photo

Sponsored post

Flatlay

Outfit of the day

Up-close photo

Hair inspo

Sponsored post

Product feature

Influencer post

Styling tip

Sale / offer

Behind the scenes

Product feature

Styling tip

Influencer post

Sponsored post

Personal story

Flatlay

Client story

Offer

Funny quote

Behind the scenes

Client story

Offer

Flatlay

Influencers

SELECT

Online Stores

SELECT

Small Businesses

SELECT

6.

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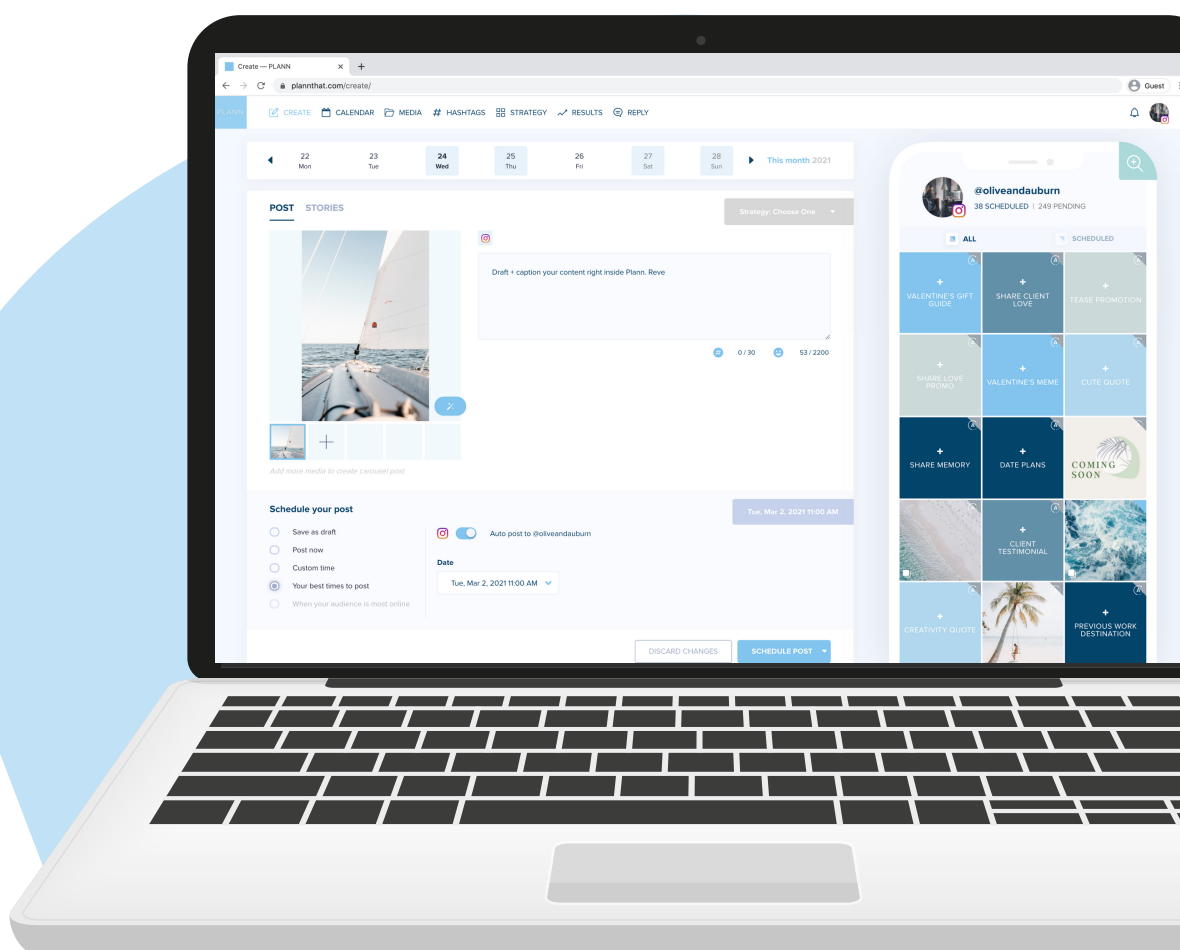
BE CONSISTENT AND REALISTIC

One of the questions we get asked most often at Plann is ‘how often should I post on socials.’ As much as we wish we could give you a hard and fast number, the very unexciting but true answer is “as often as you can consistently commit to!”

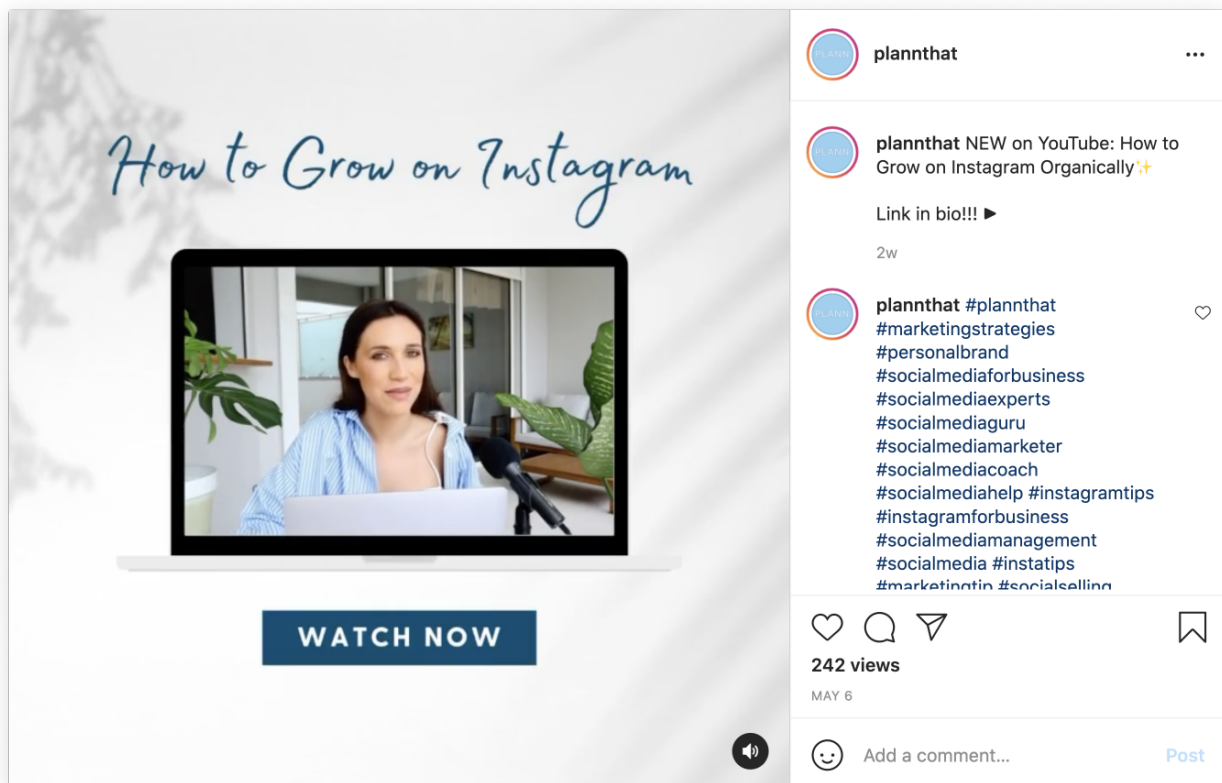
It’s important to train your audience to know when to expect content from you... so that they actually look forward to it! So, it’s much better to post consistently twice a week on a Monday and Wednesday than to post every day for two weeks then fall off the face of the earth!

So, be realistic when picking your posting schedule (taking into account all the other things you have happening in your life) and stick to it. If you do want to show up on socials every single day, a good idea to commit to is your stories — as they can be a lot more raw and unfiltered, so you can easily just post them on the fly without too much planning.

It’s also important to ditch the ‘spray and pray’ strategy aka. Trying to show up on every single platform doing the bare minimum and hoping that something sticks. This isn’t the best use of your time and energy! You’re much better off picking one or two of your core platforms where your audience is hanging out and commit to them. Then, you can use Plann’s repurposing features to repost some of your best content on other platforms, if you choose to.

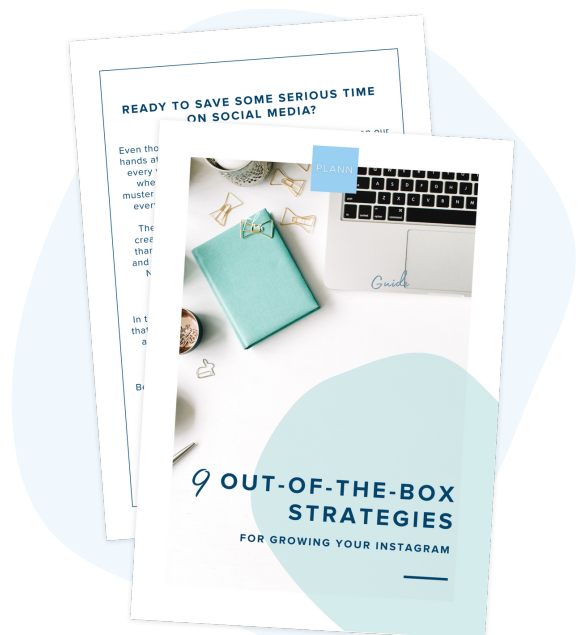


THINK OUTSIDE THE BOX



Sometimes, to grow on socials, you gotta let your freak flag fly! No, we don't just mean showing your quirky side online (although that is 100% encouraged) But, also don't be afraid to go against the grain and try unusual growth tactics that not everyone is using. If you're a local business, maybe that means putting up posters with a QR code leading to your social media channels around your neighborhood. Or maybe you can dream up a creative competition idea that's just wacky enough to go viral.

Sometimes, you just have to experiment and see what strategies work for you through trial and error. Need some inspiration? Check out our free guide with [9 out-of-the-box growth strategies you haven't tried yet.](#)





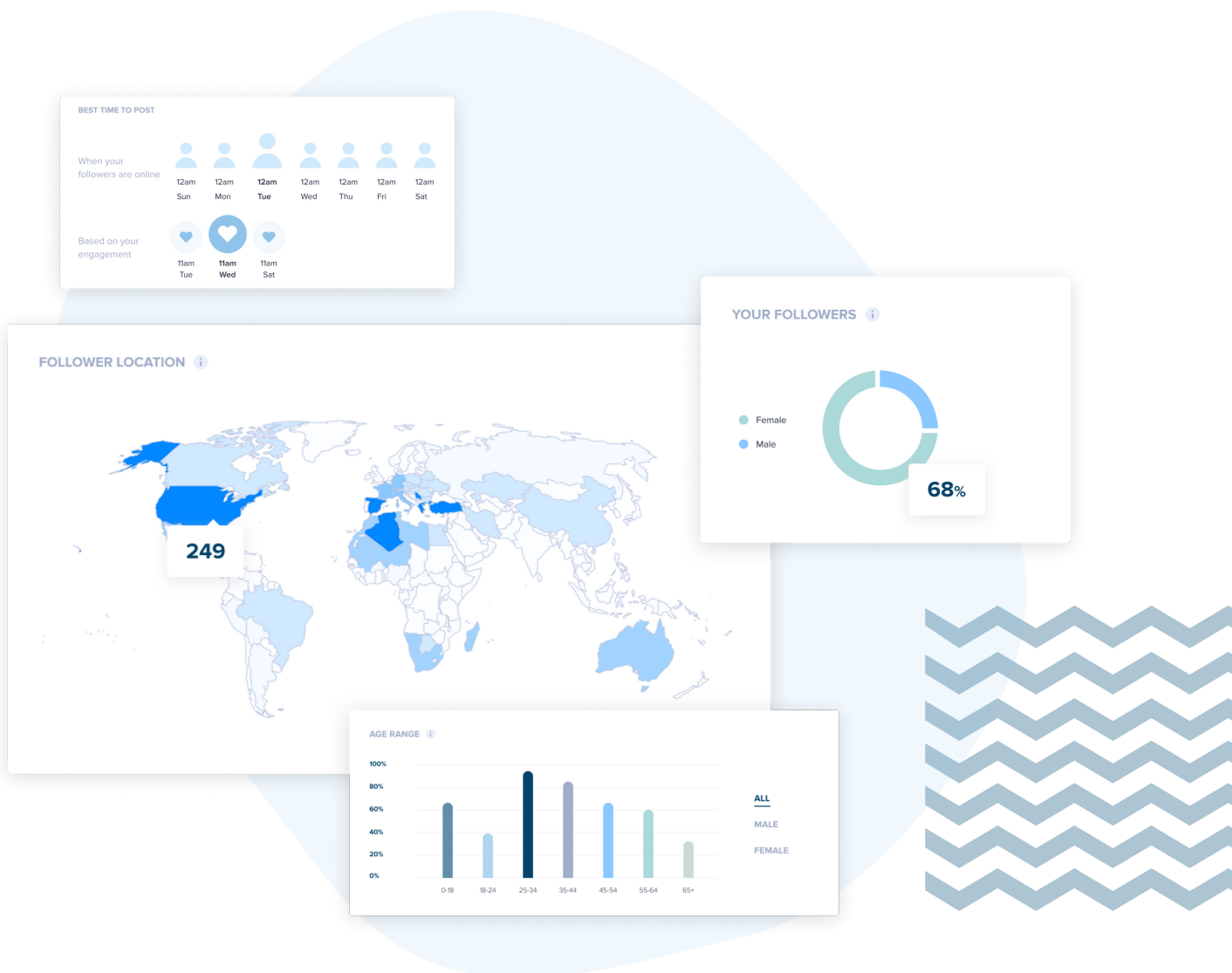
CONSIDER YOUR OVERALL MARKETING STRATEGY

When it comes to creating your growth strategy, it's important not to put all your eggs in one basket. As valuable as your social media platforms are for attracting new potential clients, they certainly aren't the only way to do this.

It's crucial to diversify your marketing efforts with other mediums, such as blogging, email marketing, audio, video, or even events (both virtual and IRL). These all have their different strengths — for example, while YouTube is great for building trust with your audience, email marketing is a goldmine for conversions. So, while you shouldn't try and show up everywhere (that's a one-way ticket to exhaustion), pick 2-3 different platforms and commit to them!

But, how do you keep track of your wider marketing strategy without getting overwhelmed? We've got just the thing for you! We recently launched 'custom events' in our calendar view, where you can add in anything from blog posts and TikTok videos to lives in your Facebook group or a Clubhouse room. Just pop it in as an event, add a time and notes and voila, it will show up on your calendar. It's the perfect way to get a birds-eye view of your strategy and how all the moving parts fit together.

MONITOR AND PIVOT



The best strategies aren't static. They adapt and evolve over time, to meet your changing needs and goals. Be sure to keep an eye on your analytics, so you can keep track of what's working and what's not! In the 'results' section of Plann, we have in-depth (and easy to decipher!) analytics on everything from your ideal times to post to your best performing color scheme. That way, you can make sure you're focusing your online efforts only on the right things.

You can also use the [marketing tracker](#) to monitor your results across all of your marketing platforms. There's space to track all of your key metrics like followers, engagement and clickthrough rates, and even some handy graphs that will help you visualize your growth.

Ready?

TO SMASH YOUR SOCIAL STRATEGY?

Now that you know how to create an epic social media strategy, it's time to map it out and put your gameplan into action.

Log into Plann or start your free trial today to start experiencing our next-level strategy and content creation tips.

