

BUILDING YOUR SOCIAL MEDIA GROWTH PLAN

CLARIFY YOUR NICHE

Business Name:

It stands out because:

The problem I solve is:

My niche in one sentence is:

DEFINE YOUR IDEAL AUDIENCE

Their age range is:

Their interests include:

Common challenges are:

Accounts they already follow:



ANALYZE COMPETITORS

COMPETITOR #1: _____

STRENGTH: _____

COMPETITOR #2: _____

STRENGTH: _____

COMPETITOR #3: _____

STRENGTH: _____

COMPETITOR #4: _____

STRENGTH: _____

COMPETITOR #5: _____

STRENGTH: _____

COMPETITOR #6: _____

STRENGTH: _____

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IDENTIFY OPPORTUNITIES

Content topics my competitors are missing:

Ways I can add value:

CREATE A CLEAR MESSAGE

My Main message is:

My tone & style will be:



ACTION PLAN



LIST 10 CONTENT IDEAS YOUR AUDIENCE WOULD LOVE:

*Use this worksheet as a guide to refine your strategy and develop a content calendar that aligns with your goals for long-term growth!