Social Media Audit & Strategy

Social Media Stats: Consumers

X%

of consumers learn about new brands on social

X%

consumers willing to spend on a company after a positive experience on social

X%

consumers believe brands need a strong social presence to succeed

Social Media Stats: Marketers

X%

X%

X%

of marketers do business on social media

credit social media marketing with increased web traffic and up to X% business exposure

of marketers have seen an increase in sales after X years of consistent social use

Data from [SOURCE]

Social Media Stats: Platforms

X%

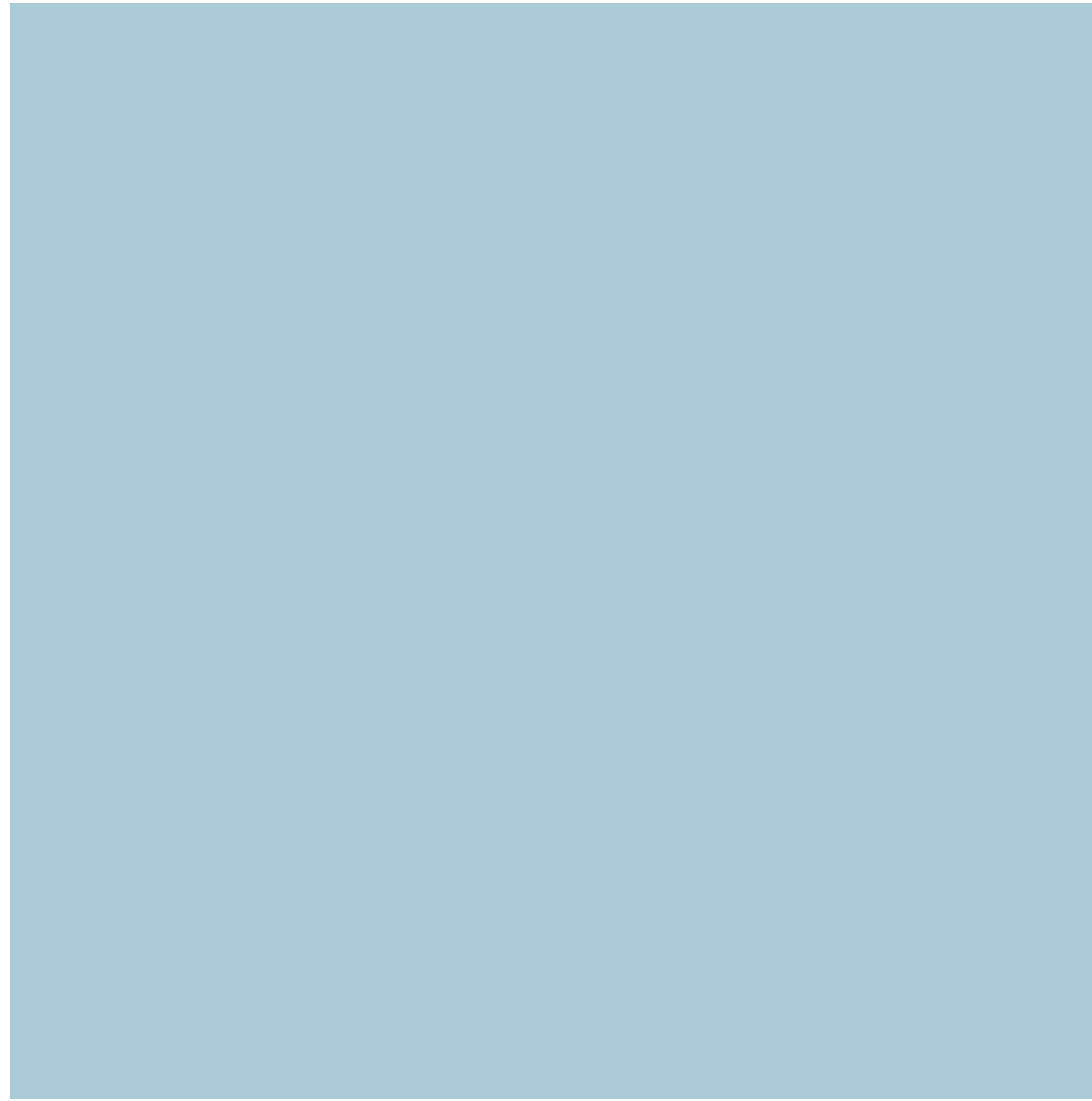engagement seen on Instagram over other platforms

X%

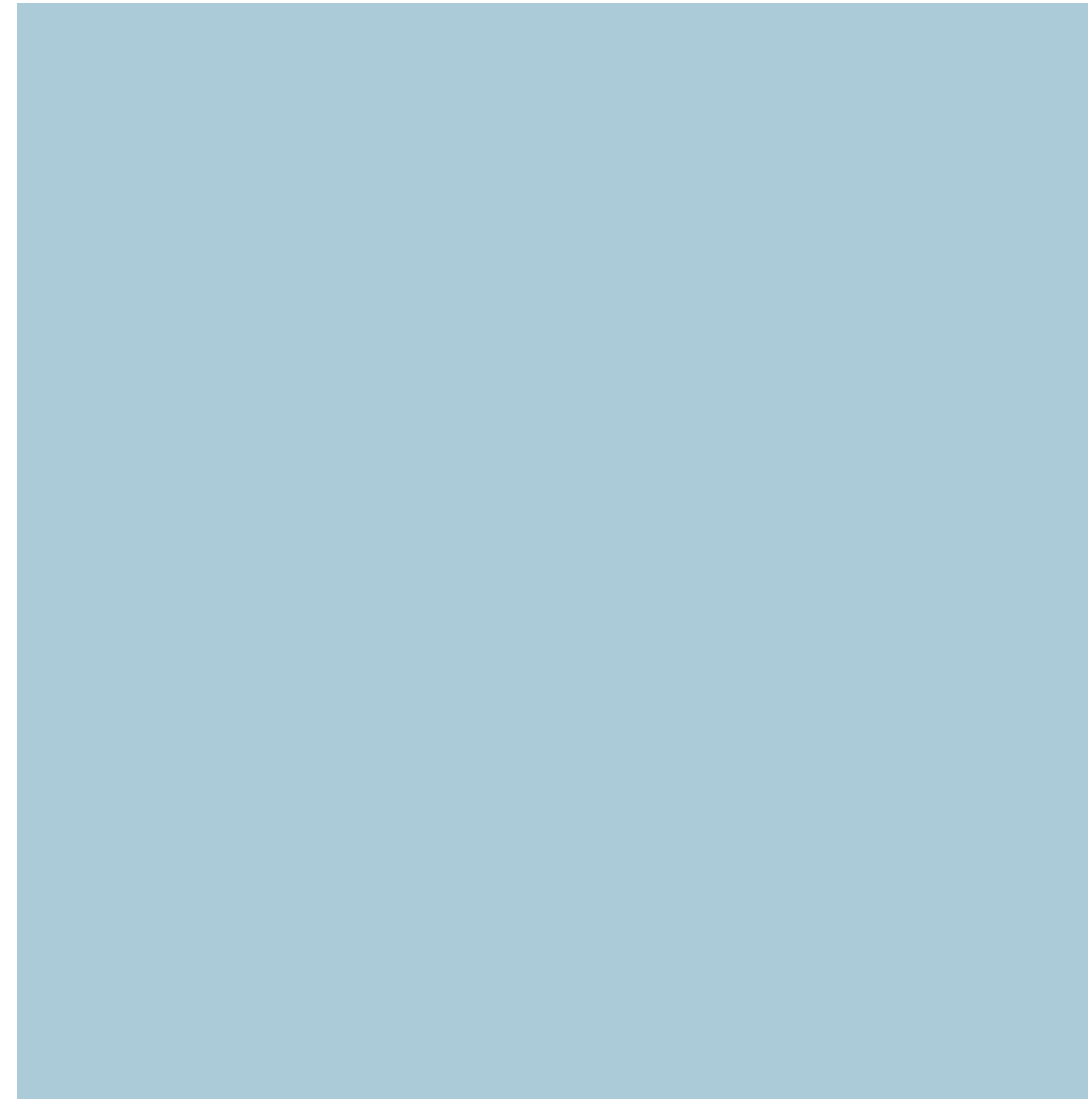of marketers are active on Facebook, making it the top used social platform

X%

deeper relationships seen between consumer following businesses on LinkedIn
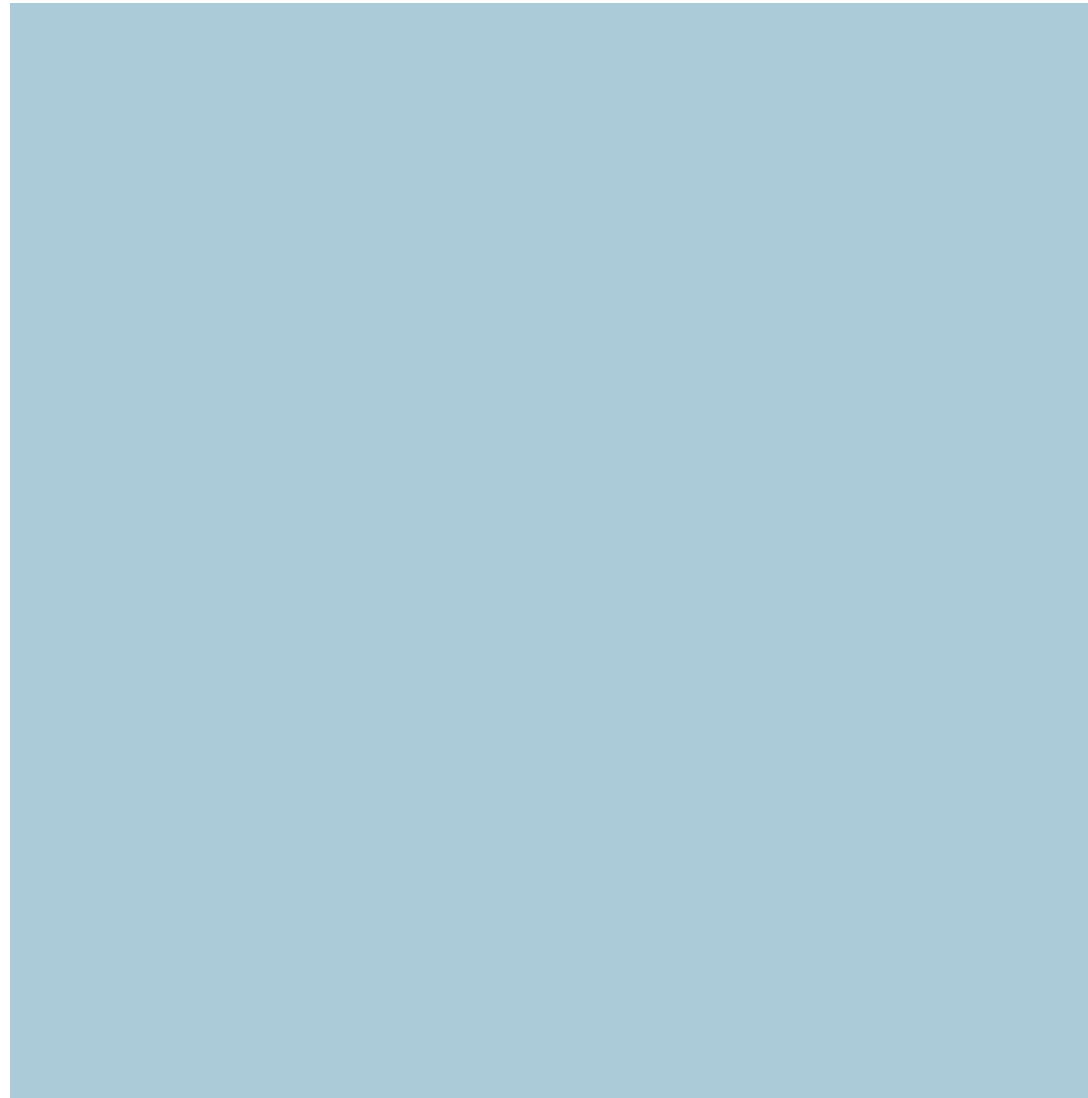
Analysis: What's Working | What to Improve

Explanation of a current post that is performing well.
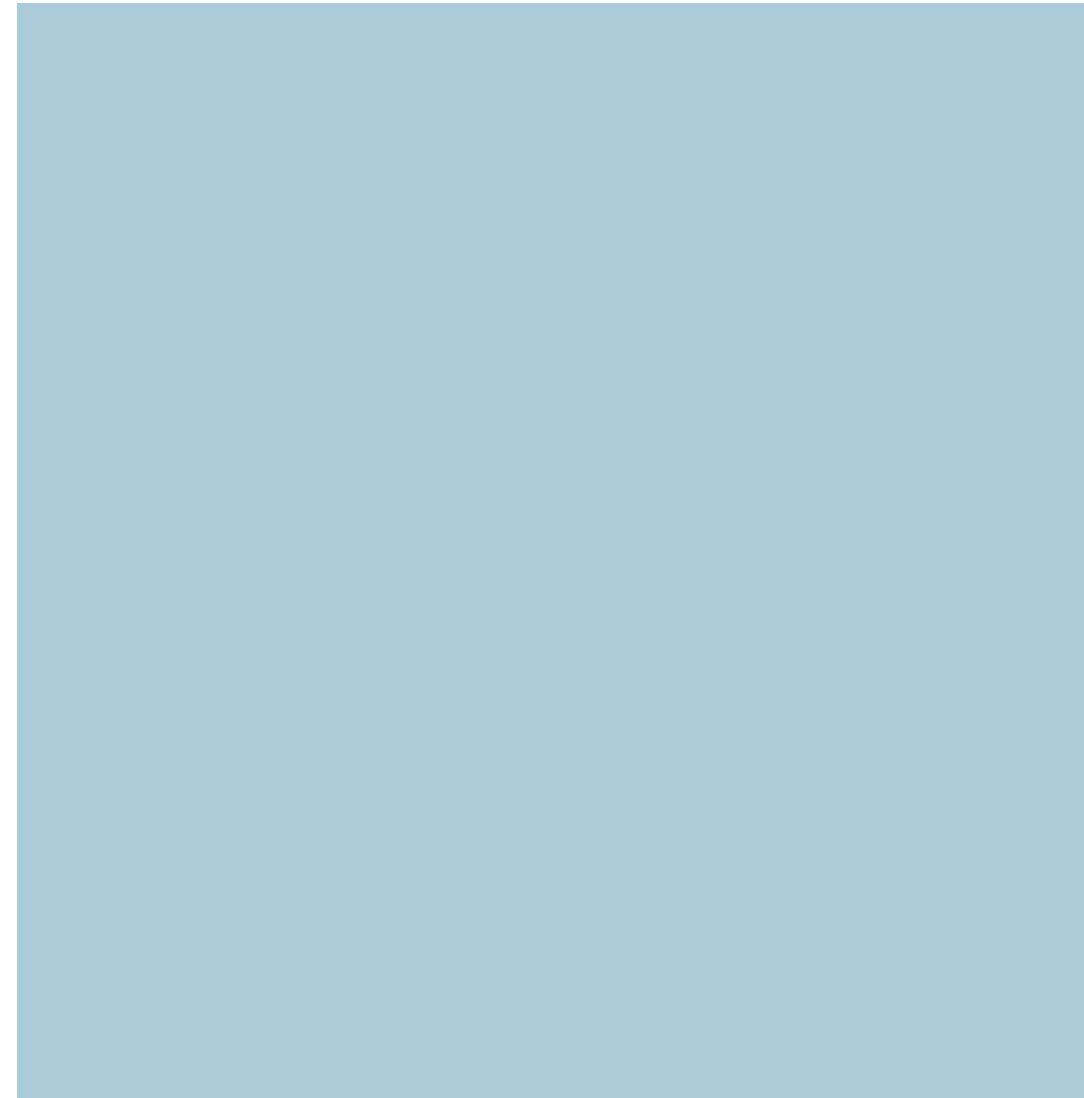
Explanation of a current post that needs improvement.

Competitor Analysis: What's Working Example(s)

@CompetitorSocial

- Notes about things they do well.
- Notes about post types to try.

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Audience & Tone

Target Audience

- **Occupation:**
- **Age:**
- **Demographic:**
- **Needs:**
- **Attributes:**

Tone & Approach

- **Tone:**

- **Approach:**

Recommended Content & Post Cadence

Examples of Client Work

[Highlight impactful work for clients, showcasing remarkable transformations in websites, ad results, print campaigns, and more. Use before & after visuals to convey change. Utilize numbers and metrics for tangible proof. Include authentic testimonials for credibility and social proof.]

X%

Trends, News, and Tips

[Demonstrate expertise by sharing design tips, social trends, advertising best practices, and relevant insights. Craft concise, engaging tips for reels or short videos, providing actionable information. Stay current with emerging trends to establish credibility as a thought leader and build trust with your audience.]

X%

Inside the Agency

[Build trust and familiarity by showcasing the faces of your agency. Share engaging "Share "Day in the Life" reels, "Meet the Team" highlights, and behind-the-scenes glimpses. This humanizes your agency, fostering stronger connections with your audience and instilling confidence in your capabilities.]

X%

Agency Updates, Holidays, Etc.

[Share agency news, PR updates, new hires, new clients, holiday greetings, and other engaging posts. Keep your audience informed and entertained with a mix of informative and fun content.]

X%

Theme & Aesthetic

Photo/Video Mix

- [Prioritize video content, such as animations, slideshows, and engaging footage, to captivate your audience and deliver dynamic visual experiences.]

- [Enhance photos by animating text, design elements, adding music, and more to ensure they register as videos to algorithms, thereby increasing viewership.]

Clean & Simple

- [Opt for bright and well-lit photos and videos to create visually appealing content.]

- [Maintain consistent use of brand colors in your design work, whether it's for your agency's brand or client projects.]

- [Keep graphics minimal when overlaying them on photos to maintain a clean and visually appealing aesthetic.]

Account Example(s)

- @CompetitorAccount
- @CompetitorAccount
- @CompetitorAccount

Tips & Tricks

Post Cadence & Timing Matters

[For optimal growth and maintenance, aim to post 3x/week, ensuring that the content is on-brand, informative, and engaging. Consider posting at the best times of the day, taking into account your followers' activity patterns to maximize reach and engagement.]

Reels for Audience Growth

[Considering Instagram's current algorithm, it prioritizes showing reels to non-followers when suggesting accounts. We highly recommend exploring the creation of reels to increase your visibility and reach a broader audience on the platform.]

But, Engagement Matters More

[To optimize the visibility of your content on audience feeds, it is crucial to prioritize creating posts that encourage engagement, such as receiving likes, comments, and shares. By meeting the algorithmic requirements and fostering active participation from your audience, you increase the chances of your content being seen and reaching a wider audience.]

Your Own Content is Gold

[Everything you create for a client can serve as valuable content for your feed. Whether animations, ad campaigns, or behind-the-scenes photos from shoots, leverage these assets to showcase your expertise, creativity, and collaborative efforts with your clients. Sharing these materials demonstrates your capabilities and provides a diverse range of engaging content for your audience to enjoy.]

Tips & Tricks

Consistency is Key

[Maintain consistency across your posts by aligning the tone of voice, language style, relatability, image quality, branding, and shared information. Strive for a cohesive and harmonious presence, ensuring that each post reflects your desired image and effectively communicates your message.]

Engage with Followers

[Promptly addressing questions and providing easy access to information enhances your trustworthiness. Be diligent in responding to direct messages (DMs) and comments, ensuring quick and courteous replies. This approach demonstrates your commitment to customer service and fosters a positive perception of your brand.]

Repurpose Content

[Share the same content on all platforms, but tailor the types of posts to suit the specific audience demographics of each platform. Adjust the format, style, or tone of your posts to cater to the preferences and behaviors of users on each platform. Remember that both quality and quantity are essential for a successful social media presence.]

Thank you

[YOUR LOGO]