



Checklist 12 - Using Social Media Platforms To Market Your Content

Project Name: _____ Date: _____

Yes No

Social media platforms offer effective marketing platforms for bloggers, influencers and marketers. Here are guidelines for harnessing the power of social media for your blog:

Step 1 - Identifying Potential Social Media Platforms

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Identify your target audience. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Determine the social networks visited by your target audience. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Analyze the traffic potential of the target social networks. | <input type="checkbox"/> | <input type="checkbox"/> |

Step 2 – Building Brand Awareness With Social Media

- | | | | |
|---|---|--------------------------|--------------------------|
| 4 | Create brand recognition on the different social media platforms. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Develop social media to gather your audience’s perspective of your content. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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6 Initiate conversations on social media regarding your blog's content.

7 Tell your content stories across different social media platforms.

8 Build loyalty through consistency.

Step 3 – Engaging Your Audience

9 Initiate social media campaigns and trending hashtags.

10 Use social media to redirect traffic to your blog.

11 Social media can be instrumental in your link building.

12 Use social sharing tools such as flare.

13 Utilize Time Updates Properly to (TUP) to determine when your target audience is online.

14 Use social media to set your blog and content as a topical authority.

15 Create content and giveaways on social media to keep your audience

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engaged.

- | | | | |
|----|---|--------------------------|--------------------------|
| 16 | Apply CTA across your social media platforms linking to your website. | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Use social media platforms to post ads directly to your target audience. | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Use tools such as plugins to schedule updates of your blog across social media. | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Join groups on Facebook and post your content. | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Request groups and friends to share your content. | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Be consistent in posting your content across platforms. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes