SOCIALTREND MARKETING SOLUTIONS

BUILD A STRONGER BRAND.
REACH MORE PEOPLE.
GROW SMARTER.

Marketing With Purpose

Marketing Strategy WORKSHEET

TURN IDEAS INTO A PLAN

Let's do this.

Use this worksheet during today's workshop to build the foundation of your marketing strategy. Be honest, keep it simple, and focus on what will move your business forward.

1 MY BUSINESS GOAL

What do you want to achieve in the next 6–12 months?

2 MY IDEAL CUSTOMER

Who are you trying to reach? Be specific (location, demographics, interests, etc.).

3 THEIR NEEDS & QUESTIONS

What are the top 3–5 questions, problems or needs your ideal customer has?

1.
2.
3.
4.
5.

4 WHERE THEY SPEND TIME

Where are they searching for information or spending time online?

5 MY KEY MARKETING CHANNELS

Based on your audience, which 2–4 channels will you prioritize?

6 HOW I'LL MEASURE SUCCESS

What will tell you this is working? (Examples: website traffic, leads, appointments, sales, reviews, etc.)

SOCIAL MEDIA PLATFORMS

Check the ones that make sense for your business.

- ☐ **Facebook** — Community, local, events, homeowners
- ☐ **Instagram** — Visual, lifestyle, brand awareness
- ☐ **LinkedIn** — B2B, professionals, networking
- ☐ **TikTok** — Discovery, education, personality
- ☐ **YouTube** — Education, how-tos, expertise
- ☐ **Pinterest** — Inspiration, home, design, lifestyle
- ☐ **Other** _____

CONTENT IDEAS (USE AI!)

Use AI to help you brainstorm. Try a prompt like:

"Give me 10 short-form video topics for [my business] based on what my ideal customers are searching for, common questions and trending topics."

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

MY NEXT STEPS

What's one thing you'll do after this workshop?

- ☐
- ☐
- ☐

A clear strategy makes everything easier.

STRATEGY | CREATIVITY | REAL RESULTS

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