SOCIAL MEDIA MARKETING

PLANNER & TRACKER

BELONGS TO: _____

Elevated Living

EMPOWERING GROWTH. ELEVATING SUCCESS

DAILY PLANNER

DATE: _____

TOP PRIORITIES

- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____

TO-DO LIST

- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____

PLAN OF ACTION

08:00AM	
09:00AM	
10:00AM	
11:00AM	
12:00PM	
1:00PM	
2:00PM	
3:00PM	
4:00PM	
5:00PM	
6:00PM	
7:00PM	
8:00PM	
9:00PM	

TODAY I'M FOCUSED ON

- ○ _____
- ○ _____
- ○ _____

BREAKFAST:

LUNCH:

DINNER:

WATER INTAKE: ○ ○ ○ ○ ○ ○ ○ ○
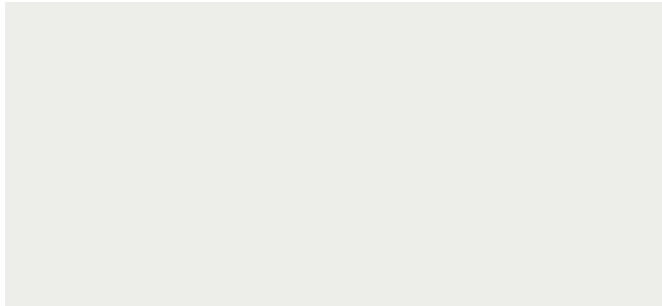
NOTES
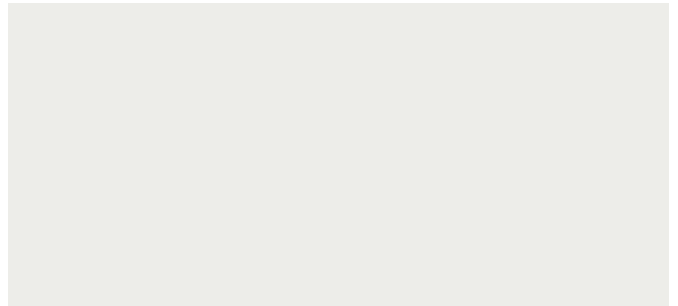
DAILY MARKETING PLAN

DATE: _____
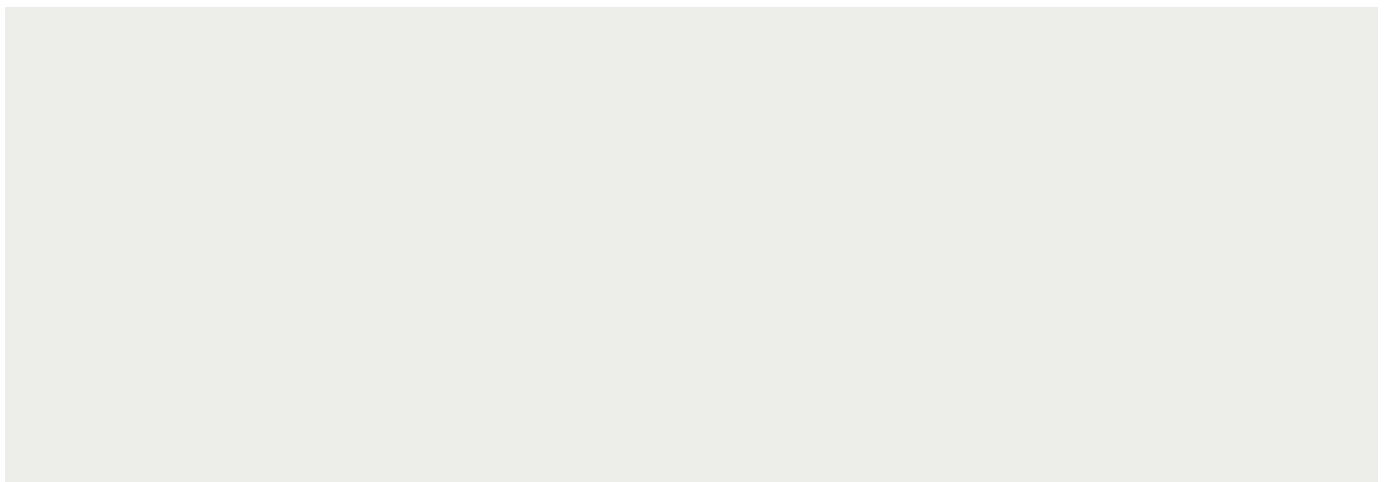
TODAY'S PROMOTERS	PRODUCTS TO MARKET

- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

- ● Create 3 new pins
- ● Pin to boards
- ● Pin to group boards
- ● Re-pin old pins
- ● Post on Instagram story
- ● Post on Tik Tok
- ● Post on Facebook
- ● Post in Facebook group

NOTES

POST IDEAS

DATE: _____

- Video tutorial / tips
- Landscape photos
- Motivational quotes
- Seasonal content
- Holiday content
- National days
- Trends
- Behind the scenes
- User generated content
- Contests
- Giveaways
- Coupons
- Event countdowns
- Shoutouts
- Ask questions
- ASMR

- Challenge
- Product teasers
- Flash sale
- Reviews
- Morning routine
- Your workspace
- Your inspiration
- DIY project
- Sneak peak
- How-to
- Share something you've learnt
- Time management tips
- About the founder
- Throwback Thursday
- Flashback Friday
- Customer testimonials

INSPIRATION	HAPPENING THIS MONTH	POSTING IDEAS

SOCIAL MEDIA RESEARCH

DATE: _____

PLATFORM:

COMPETITOR	POSTING FREQUENCY	HASHTAGS	CONTENT

WHAT CAN I DO DIFFERENTLY?

NOTES

ACCOUNTS THAT INSPIRE ME	AESTHETICS	BRANDING	CONTENT

SOCIAL MEDIA GOALS

FACEBOOK | DATE

FOLLOWS	LIKES	REACH	ENGAGEMENT	PAGE VIEWS

TARGET AUDIENCE:

PINTEREST | DATE

IMPRESSIONS	TOTAL AUDIENCE	ENGAGED AUDIENCE	ENGAGEMENTS	FOLLOWERS

ACTION STEPS:

SOCIAL MEDIA GOALS

INSTAGRAM | | DATE |

FOLLOWS	LIKES	REACH	ENGAGEMENT	PAGE VIEWS

TARGET AUDIENCE:

TIK TOK | | DATE |

IMPRESSIONS	TOTAL AUDIENCE	ENGAGED AUDIENCE	ENGAGEMENTS	FOLLOWERS

ACTION STEPS:

SOCIAL MEDIA GOALS

YOUTUBE [   ]   DATE [   ]

FOLLOWS	LIKES	REACH	ENGAGEMENT	PAGE VIEWS

TARGET AUDIENCE:

LINKEDIN [   ]   DATE [   ]

IMPRESSIONS	TOTAL AUDIENCE	ENGAGED AUDIENCE	ENGAGEMENTS	FOLLOWERS

ACTION STEPS:

SOCIAL MEDIA GOALS

X _____   DATE _____

FOLLOWS	LIKES	REACH	ENGAGEMENT	PAGE VIEWS

TARGET AUDIENCE:

SNAPCHAT _____   DATE _____

IMPRESSIONS	TOTAL AUDIENCE	ENGAGED AUDIENCE	ENGAGEMENTS	FOLLOWERS

ACTION STEPS:

POSTING SCHEDULE

	DAYS	TIMES	FREQUENCY	ENGAGE
Facebook				
Instagram				
TikTok				
LinkedIn				
X				
Snapchat				
Pinterest				
YouTube				

NOTES:

ADVERTISING

CAMPAIGN:

PLACEMENT:

TARGET AUDIENCE:

MAIN GOAL:

START: END: BUDGET: SPEND:

COST / LEAD	TARGET REACH	RESULTS	COST-PER-CLICK	ACTUAL REACH	CLICKS

CAMPAIGN:

PLACEMENT:

TARGET AUDIENCE:

MAIN GOAL:

START: END: BUDGET: SPEND:

COST / LEAD	TARGET REACH	RESULTS	COST-PER-CLICK	ACTUAL REACH	CLICKS

NOTES:

BRAINSTORMING

DATE: _____

TOPIC	
HOOK	
TARGET AUDIENCE	
GOAL	

■ PLANNED   ■ DRAFTED   ■ RECORDED   ■ PUBLISHED

TOPIC	
HOOK	
TARGET AUDIENCE	
GOAL	

■ PLANNED   ■ DRAFTED   ■ RECORDED   ■ PUBLISHED

TOPIC	
HOOK	
TARGET AUDIENCE	
GOAL	

■ PLANNED   ■ DRAFTED   ■ RECORDED   ■ PUBLISHED

BLOG POST IDEAS

DATE: _____

NOT STARTED	IN PROGRESS	COMPLETED

TOPIC	KEYWORDS	TYPE	CATEGORY	STATUS
				☐
				☐
				☐
				☐
				☐
				☐

BLOG SERIES PLANNER

MONDAY	TUESDAY	WEDNESDAY

THURSDAY	FRIDAY	SATURDAY

EMAIL SERIES PLANNER

CAMPAIGN NAME

SUBSCRIBER LIST

SEQUENCE SHORT TRIGGER

MAIN GOAL

EMAIL 1	EMAIL 2	EMAIL 3

EMAIL 4	EMAIL 5	EMAIL 6

NEWSLETTER PLANNER

WRITE ☐

EDIT ☐

LAYOUT ☐

TEST ☐

SCHEDULED ☐

CAMPAIGN

MAILING LIST

EMAIL TYPE

EMAIL NAME

SEND DATE

SUBJECT LINE:

PRE-HEADER:

CALL TO ACTION:

CONTENT:

LINKS TO INCLUDE:

VIDEO PLANNER

PLANNED ☐

DRAFTED ☐

PUBLISHED ☐

TITLE

CATEGORY

TAGS

CONTENT

PLAYLIST

DESCRIPTION

SUPPLIES

CALL TO ACTION:

TARGET AUDIENCE:

NOTES:

SHARE TO:

INSTAGRAM GOALS

GOALS

ACCOUNTS REACHED	ACCOUNTS ENGAGED	TOTAL FOLLOWERS

STATS

ACCOUNTS REACHED	ACCOUNTS ENGAGED	TOTAL FOLLOWERS

SHORT TERM GOAL

LONG TERM GOAL

ACTION STEPS	DEADLINE	NOTES	COMPLETED

INSTAGRAM PLANNER

PLANNED ☐

DRAFTED ☐

PUBLISHED ☐

LOCATION _____

TARGET AUDIENCE _____

FILTER _____

DESCRIPTION	CALL TO ACTION	HASHTAGS

TAGS:

BEST DAY TO POST: **M T W T F S S**

BEST TIME TO POST: _____

GOAL:

IMPRESSIONS	INFOMATION	PROFILE ACTIVITY

IMPRESSIONS		INFOMATION		PROFILE ACTIVITY	
HOME		LIKES		VISITS	
EXPLORE		COMMENTS			
PROFILE		SAVES		FOLLOWERS	
HASHTAGS		SHARES			

FACEBOOK CAMPAIGN

START: _____ END: _____ BUDGET: _____

MAIN GOAL:

CONTENT:

CALL TO ACTION:

TARGET AUDIENCE:

LINKS & HASHTAGS:

WORDING:

RESULTS

REACH:

COMMENTS:

ENGAGEMENT:

CLICKS:

LIKES:

SHARES:

X BRAINSTORMING

IDEA	
TOPIC	
HASHTAGS	
TARGET AUDIENCE	
GOAL	

IDEA	
TOPIC	
HASHTAGS	
TARGET AUDIENCE	
GOAL	

IDEA	
TOPIC	
HASHTAGS	
TARGET AUDIENCE	
GOAL	

IDEA	
TOPIC	
HASHTAGS	
TARGET AUDIENCE	
GOAL	

CURRENT POPULAR TRENDS:

X PROFILE

PROFILE PICTURE
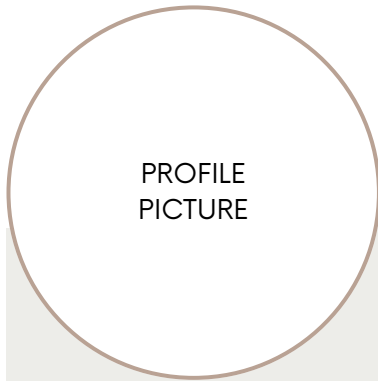
NAME

LOCATION

WEBSITE

HEADER IMAGE

BIO:

CALL TO ACTION:

HASHTAGS:

PROFILES THAT INSPIRE ME	PROFILES IN MY NICHE

HOW CAN I DIFFER FROM MY COMPETITION:

CURRENT POPULAR TRENDS:

X ANALYTICS

IMPRESSIONS	ENGAGEMENT RATE	LINK CLICKS	REPOSTS	LIKES	REPLIES

COMPETITOR	IMPRESSIONS	ENGAGEMENT	ENGAGEMENT RATE

VIDEOS	VIEWS	COMPLETION RATE	MINUTES VIEWED

POSTS	IMPRESSIONS	PROFILE VISITS	MENTIONS	FOLLOWERS

TIKTOK PROFILE

USERNAME [   ]   TARGET AUDIENCE [   ]

AGE	GENDER	INTERESTS	VALUES

BIO:

HASHTAGS:

CONNECTED:

PROFILES THAT INSPIRE ME	PROFILES IN MY NICHE

HOW CAN I DIFFER FROM MY COMPETITION:

CURRENT POPULAR TRENDS:

LINKEDIN

NAME _____   URL _____

TAGLINE:

CALL TO ACTION BUTTON::

INDUSTRY	SIZE	TYPE	PHASE	YEAR	SPECIALITIES

HASHTAGS:

FEATURED GROUPS:

COMPOSITION	CONTENT	HASHTAGS	POSTING FRQUENCY

LINKEDIN ANALYTICS

PAGE VIEWS	UNIQUE VISITORS	CUSTOM BUTTON CLICKS

VISITOR DEMOGRAPHICS

REACTIONS	COMMENTS	SHARES

TITLE	IMPRESSIONS	CLICKS	SHARES	ENGAGEMENT RATE

PINTEREST BOARD PLANNER

BOARD NAME:

GRAPHICS:

HASHTAGS:

TYPES OF PRODUCT MANAGEMENT TO INCLUDE:

TARGET AUDIENCE:

SIMILAR BRANDS:

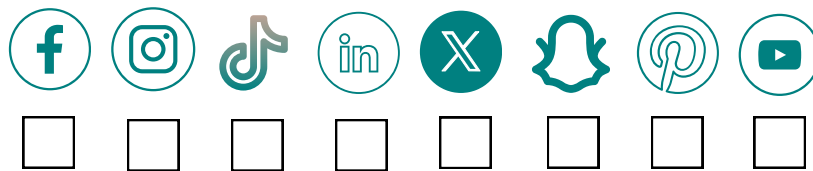| IMPRESSIONS	CLICKS	SAVES	ENGAGEMENTS	OUTBOUND CLICKS

GIVEAWAY CONTEST

START DATE: _____ END DATE: _____

RULES	TERMS	PROMOTION PLAN

SOCIAL MEDIA PROMOTIONS:

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

RESULTS

WINNER: _____ CONTACT: _____

ADDRESS: _____

PRIZE: _____

☐ NOTIFIED ☐ SENT ☐ RECEIVED ☐ NEW FOLLOWERS

ENGAGEMENT

LIKES

COMMENTS

SHARES

ACCOUNTS REACHED

SUCCESS RATE ● ● ● ● ●

MONTHLY ASSESSMENT

MONTH:

WHAT WENT WELL?

WHAT COULD HAVE GONE BETTER?

WHAT AM I MOST PROUD OF?

WHAT DID I FIND THE MOST CHALLENGING?

WHAT WILL I DO DIFFERENTLY NEXT MONTH?

WHAT DO I WANT TO ACHEIVE NEXT MONTH?

WHAT SMALL HABIT CAN I START TO HELP ME ACHEIVE THIS?