

# SOCIAL MEDIA



# ADVANCED TARGET MARKETING PLAN

BY CHRISTINA ROWE

## **Social Media Advanced Target Marketing Strategy Plan**

Knowing why you are on social media and what outcome you want to from the time you spend on the sites is crucial to using social media as a strategic networking and marketing tool. Many people join social media sites and aimlessly accept friends and connections with no real purpose or plan. They waste time and get little to no results and feel frustrated by social media.

We are going to create your strategic targeted networking plan here. Before we start connecting with others on social media, we need to answer the following questions:

1. **Who is my ideal client/customer?** Please take a moment to do the following exercise. Write a detailed description below of your ideal client/customer. For example, Is your ideal client a business owner who lives in South Florida, 35 years old or older earning 50,000 or more a year? Are you looking to target a specific profession like realtors or lawyers? Are you looking to target CEO's of large companies? People in the medical field? You can narrow it down and get as specific as you like. However, if business owners in a certain geographical location are your target market, that is fine too:

**Write your answers here:**

**2. Now, think of all of the people who might be connected to your ideal client/customer.** Who is in their "business sphere"? For example, if you are targeting pet stores, you will also want to list groomers, vets, pet sitters, etc.

**Write your answers here:**

3. Now that we have identified who you would like to connect with on social media, let's make a **list of the type of groups you think your ideal client would join:**

We also want to include connecting with other business owners and professionals who can become "Joint Venture" partners and a good source of referrals for us. This should be a part of our social media networking strategy. Connecting with people whose businesses compliment your own is a win-win situation for everyone. **Write down here some of the needs of your current clients that you do not provide.** For example, if you are a realtor, then you want to network with mortgage brokers, real estate lawyers, home inspectors, etc.:

Next, think about some creative ways you may be able to partner with others. Reaching out to other business owners in order to create a joint venture partnership is a great way to increase business and revenue. For example, if I am a physical trainer, then I would want to partner with weight loss companies and doctors who specialize in weight loss. If I am in the travel industry I would want to partner with people in the bridal industry to book honeymoons.

**The question is: "Who shares my list of potential clients and customers?"**

**Write your answers here:**



STAND OUT! MEDIA GROUP [WWW.STANDOUTMEDIAGROUP.COM](http://WWW.STANDOUTMEDIAGROUP.COM) (732) 501-6445  
[CHRISTINA@STANDOUTMEDIAGROUP.COM](mailto:CHRISTINA@STANDOUTMEDIAGROUP.COM)