

Name: \_\_\_\_\_ Date: \_\_\_\_\_



## Chapter 18 Review

### Build It – Social Media Marketing Plan

#### Overview

As Marketing Manager of Live Athletics, your next task is to identify which social media platforms will be most effective for the company and detail the content and engagement strategies used to reach the target market. Your social media marketing plan will be outlined within the company’s overall marketing plan and will define the schedule of social media posts as well as what metrics will be used to gauge the success of marketing efforts.

#### Instructions

Complete the table in Part 1 to define how different social media platforms could benefit Live Athletics. Then, compose a sample post in Part 2. Finally, complete the table in Part 3 to define the strategy, schedule, and metrics of your social media marketing plan.

#### Part 1: Define Platforms

In the right column of the table below, select one social media platform of each type to describe how Live Athletics should use that platform to reach its target market.

Tool	How Platform Will Reach Live Athletics’ Target Market
<b>Social Networking</b> (Facebook, LinkedIn, Twitter)	
<b>Social Publishing</b> (Instagram, Pinterest, Tumblr)	
<b>Social Entertainment</b> (YouTube, Flickr, Vimeo)	
<b>Social Commerce</b> (Groupon, Yelp, 4Square)	

## Part 2: Sample Post

In the space below, write a sample post to serve as an example of the content you will share on one of the platforms you selected in Part 1.

## Part 3: Define Strategies

Select four platforms and complete the table below to define Live Athletics' social media marketing plan. Describe the strategy you will use to incorporate each platform into your marketing efforts and identify the posting schedule and engagement metrics to be used for each.

Platform	Strategic Plan for Platform	How Often Live Athletics Will Post on Platform	Metrics Used to Track Engagement