



FACEBOOK MARKETING PLAN WORKSHEET

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INTRODUCTION. What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step Facebook marketing plan

FACEBOOK PAGE CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Facebook page. What angle can you give it that will be in sync with friends, family, and fun on Facebook? If Facebook is a party, what type of party are you going to throw on Facebook?

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Facebook? Indicate if so, and explain what are they “doing” on Facebook -

Type 1: _____

Type 2: _____

Type 3: _____

Yes, our customers are on Facebook. No, they are not.

FACEBOOK MARKETING VALUE. Summarize the marketing value, if any, you see in Facebook for your company:

We see marketing value in Facebook: a lot some neutral not much

The primary value(s) from Facebook to our company are:

- Interacting with existing customers Finding new customers
- Being discovered via Facebook Staying in contact with customers
- Social sharing, customers will likely share our content
- eWOM Customer Continuum, nurturing customer evangelists
- Trust indicators: we need to be on Facebook to look substantial

POST INTERACTIVITY. Why will potential customers “like” your Facebook Page? What will they “get” out of it? And for individual posts, why will they like, comment, and even share your posts?

They will like our Page because: _____

They will like our Posts because _____

Post Concept #1 _____
They will like this type of post, because: _____

Post Concept #2 _____
They will like this type of post, because: _____

Post Concept #3 _____
They will like this type of post, because: _____

FACEBOOK RESPONSIBILITY. Who will be responsible for Facebook marketing at your company?

Facebook set up issues: _____

Text issues / content: _____

Graphical / photo issues _____

Facebook content issues: _____

Finding other people’s content to share: _____

Creating our own content to share: _____

Text content : _____

Image / photo content : _____

We plan to post to Facebook:

_____ times per day / week / month

OTHER THOUGHTS AND IDEAS ABOUT FACEBOOK. Having researched a) whether your potential customers are on Facebook, and b) what competitors are doing on Facebook (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, “big picture” ideas do you have about Facebook?

We see potential in Facebook for our business marketing plans because:

After we've set up our Page, we believe we can do the following types of posts and they will help us grow our Facebook community because:

We will measure our success on Facebook by the following metrics: