

60 Day Social Media Strategy (Sample)

Business: Sharing resources and Information about building wealth

Core Offerings: Coaching, Ebooks, Real Estate Investing Training, Merchandise, and Summits/Seminars.

Target Audience Identification and Reach

Step 1: Before diving into the marketing strategy, we should define the target audience so to help tailor messaging and channel selection. Here's what I am thinking:

For the Primary Target Audience:

- **Married or partnered couples** aged between 25-45 years old.
 - **Income:** Middle to high-income earners.
 - **Lifestyle:** Value partnership, financial security, and personal growth.
 - **Interests:** Personal finance, real estate, entrepreneurship, and relationship building.

Challenge: Create a **story/resources/step-by-step 'how to'** explaining how a couple would successfully Build wealth together, navigating financial decisions, and balance personal and professional life. We can pull a few related videos/content from the drive.

Where and How to Find Your Target Audience

Online Platforms

- **Social Media:**
 - **Facebook & Instagram:** Create targeted ads based on demographics, interests, and behaviors.
 - Leverage Facebook Groups related to couples, finance, real estate, and entrepreneurship through engaging on pages.
 - **Instagram:** Utilize relevant hashtags, explore influencer partnerships, and create engaging visual content.
 - **Pinterest:** Create boards focused on home, finance, and relationships.
- **Search Engine Optimization (SEO)**
 - Optimize the website for relevant keywords like "couple finances," "building wealth together," and "real estate investing."



+254710959224



+254103475209



lucythepm@gmail.com



: 317-10300

- Create valuable content to attract organic traffic.
- **Email Marketing:**
 - Build an email list through lead magnets, and social media contests. An example:

Contest Mechanics:

- **Contest Theme:** Couples sharing their journey to building wealth together.
- **Contest Period:** 2 weeks
- **How to Enter:**
 - Follow the company's social media pages (Instagram, Facebook, YouTube)
 - Create a short video or photo showcasing the couple's financial goals and how they're working together to achieve them.
 - Use specific hashtags (e.g., #CoupleGoalsChallenge, #BuildWealthTogether)
 - Tag the company and their partner
 - Signup on the form (create a Google form to capture emails)
- **Prize:** A free coaching session, a signed copy of an ebook, or a merchandise bundle
 - Segment the list based on interests and demographics for targeted campaigns.

Offline Channels

- **Networking Events:** Attend industry conferences, financial seminars, and real estate events to connect with potential clients.
 - Generate excitement about the event on Instagram, a week/2 week before and promise a gift bag/coupon/merchandise.
 - Take pictures/videos of the event, and pictures of the above receiving gifts.
- **Partnerships:** Collaborate with complementary businesses like financial advisors, real estate agents, and relationship counselors. (To research)
- **Community Involvement:** Participate in local community events and organizations related to family and finance.
 - Generate excitement on Instagram and use the event's pictures as content

Additional Strategies

- **Customer Surveys and Feedback:** Gather insights from existing customers to understand their needs and preferences better.
- **Competitor Analysis:** Study competitors' target audience and marketing strategies to identify opportunities.

- **Focus Groups and Interviews:** Conduct in-depth conversations with potential customers to gain valuable insights.

Secondary Target Audience:

- **Young professionals** in committed relationships looking to start building wealth together. We can find them on family/community networking events, social media: Tiktok
- **Couples interested in real estate investing** as a means of wealth creation.
- **Individuals looking for guidance on improving their financial situation** within a partnership context.
 - This can be monetized through offering consultation/classes

Step 2: **Determining focus Group:** Conduct a focus group to gain deeper insights into the target audience's needs, desires, and challenges. This will inform the marketing strategy and product development.

- This might take time, we might need to send some surveys, and Q/A to people you already know.

Potential Target Audience:

- **Age:** Primarily 25-45 years old, but could expand to include older couples looking to secure their financial future.
- **Income:** Middle to high income, with a focus on couples who are earning a stable income and are interested in growing their wealth.
- **Lifestyle:** Couples who value partnership, financial security, and personal growth.
- **Interests:** Personal finance, real estate, entrepreneurship, and relationship building.

Key Benefits and Unique Selling Proposition (USP)

- **Benefit:** Helping couples achieve financial stability and independence together.
- **USP:** Providing a comprehensive approach to building wealth as a couple, including coaching, education, and community support.
- **Perks:** Have Classes



+254710959224



+254103475209



lucythepm@gmail.com



: 317-10300

60-Day Marketing Strategy

First 30 Days: Foundation and Awareness

1. Brand Identity and Messaging:

- Develop a strong brand identity that reflects the partnership and growth themes.
- Create compelling messaging that resonates with the target audience, emphasizing the importance of building wealth together.

2. Website Development

- Create a professional website that showcases your couple's expertise and offers valuable content.
- Include blog posts, free resources (e.g., checklists, worksheets), and testimonials.
- Include paid consultation on the website

2. Social Media Setup:

- Create engaging content that shares valuable tips, success stories, and couple-focused content.
 - Filter content from the drive and group it into specific categories: Examples - Tips, Success Stories, How to overcome challenges
 - The three content types are to be posted based on a plan.(We can pull insights from Instagram on the best time to post. In the beginning, we might have to play around with time until we get the best time for posting)

4. Email List Building:

- Offer a free guide or webinar to capture email addresses.
 - Use Instagram and Facebook
- Build an email list to nurture leads and promote products/services.

5. Content Creation:

- Develop high-quality content, such as blog posts, videos, and podcasts, to establish you as experts in the field.
 - Based on the three categories, create content (Weekly content & schedule)
- Focus on topics and hashtags like relationship finances, real estate investing, and credit-building



+254710959224



+254103475209



lucythepm@gmail.com



: 317-10300

- Create podcast and Video content based on the categories agreed upon, Pull reels, and post on Tiktok and IG reels referencing the full podcast/YouTube to bring traffic to the two.
- End of Week Two, pull reports and analyze the numbers. Keep what works and tweak the content.
 - Pull reports every 2 weeks

Second 30 Days: Growth and Monetization

1. Launch Products and Services:

- Introduce coaching packages, ebooks, and online courses.
- Create a tiered pricing structure to accommodate different budget levels.

2. Sales and Marketing Campaigns:

- Run targeted social media advertising campaigns to reach the ideal audience.
- Offer limited-time discounts and promotions to attract new customers.
- Implement email marketing campaigns to nurture leads and drive sales.

3. Partnerships and Collaborations:

- Partner with complementary businesses (e.g., financial advisors, real estate agents) for cross-promotions.
- Collaborate with influencers in the personal finance and relationship niches.

4. Community Building:

- Create a Facebook group for couples interested in building wealth together.
- Host online summits and webinars to attract new leads and build authority.

5. Merchandise Launch:

- Design and launch merchandise with inspiring quotes and branding.
- Utilize social media and influencer marketing to promote merchandise.



+254710959224



+254103475209



lucythepm@gmail.com



: 317-10300

Measurement and Optimization

- Track key performance indicators (KPIs) such as website traffic, social media engagement, email open rates, and sales.
- Analyze data to identify what's working and what's not.
- Make adjustments to the marketing strategy based on performance metrics.