



smc | MARKETING SYSTEMS MADE SIMPLE

All your social media marketing, ideas
and content in one place



Session Goals

By the end of this session you will:

Have a better understanding of what platforms you should be on and why

Have a better sense of what your social media plan should look like

Have a system in place to keep you organized and posting consistently on social media



Hi! My name is Tami.

—— I started as an event planner

Triple T Consulting & Event Management

—— Then started a marketing agency

365 Day Media Group

—— And in 2019 bought a conference

Social Media Camp



SOCIAL BASICS

Choosing your Platforms

Social Media Audit

Your Brand Voice

Photography

Engagement

Monitor your Insights



1

Choosing your Platform

2

Social Media Audit



3

Your Brand Voice

4

Photography



5

Engagement

6

Insights



Marketing Plan

A mini marketing plan to help ensure you are focused on growing your business

Business Goals	Hashtags
Unique Selling Point	Keywords
Brand	Calendar of Events
Strengths & Challenges	Resources
Ideal Community	Competitors
Posting Schedule	Products & Services
Themes/Buckets	Client & Contacts





1

Business Goals

2

Unique Selling Point

3

Brand

4

Strengths & Challenges



5

Ideal Community

6

Posting Schedule

7

Content Themes / Buckets

8

Hashtags



9

Keywords

10

Calendar of Events

11

Resources

12

Competitors & Influencers

13

Products & Services

14

Clients & Contact Lists





Content Calendar

Marketing Planner

Brand Kit

Assets

To Do List

Resources

Ideas

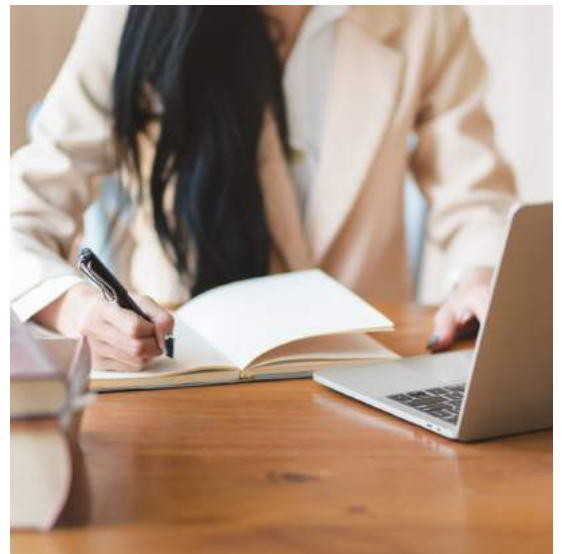
Content Calendar

Mapping out your monthly calendar. This system makes batching your content easier.



Marketing Planner

All the items from our previous section



Brand Kit

The actual physical brand items



Assets

Keep all your assets for future posting in one place



To Do List

Keep your task lists all in one place



Resources

A place for extras you might need



Ideas

A space for those ideas you don't want to forget.



Putting it all in ASANA

Free app - asana.com

Description

SMC Planning System

Members

 Send message



Add member



Tami Tate
tami@365daymedia.com



See all members

Projects



New Project



Marketing Plan

Presentation Sample Pr...



Content Calendar

Presentation Sample Pr...



Brand Kit

Presentation Sample Pr...



To Do List

Presentation Sample Pr...



Resources

Presentation Sample Pr...



Assets

Presentation Sample Pr...



Ideas

Presentation Sample Pr...



Post Templates

Presentation Sample Pr...

Notes about Asana

From To Do Lists to mapping out your Content Calendar, we do it all using Asana



Drop us a note

We would love to connect

Email

tami@socialmediacamp.ca

Website

www.socialmediacamp.ca

Social Media

[@socialmediacamp](https://www.instagram.com/socialmediacamp)

[@365daymedia](https://www.instagram.com/365daymedia)

