

SOCIAL STRATEGY SHOULD TELL A STORY

Have you ever curled up on the couch with a report or binge watched business presentations?

Don't be a bore. A social media strategy is a path to success and that should be exciting! Research proves storytelling engages and motivates. Ensure your strategy tells a compelling story by following the outline below of the main parts of a social media plan placed on a dramatic arc. Take your client or boss on the journey of how your plan will help them overcome a problem or take advantage of an opportunity, make their brand the hero against competitors, and help meet real business objectives. What is the unique plot of your plan?

