

# SOCIAL MEDIA MARKETING GOALS

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Define Your Social Media Marketing Goals:

Specific, Measurable, Achievable, Relevant, and Time-Bound

Goal	BUSINESS OBJECTIVE	SOCIAL MEDIA GOAL	SUCCESS METRIC
1			
2			
3			

Break Each Social Media Goal into Smaller and Attainable Steps

Goal	DESCRIBE STEP	TIME REQUIRED	SET DEADLINE
1			
2			
3			

Further Planning

Detail Required Resources	
Define Potential Obstacles	
Plan for Overcoming Obstacles	

Notes

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