

Retail Social Media Marketing Checklist

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Software Advice



What Should I Do?

Follow these steps to determine the customers you should be targeting with social campaigns.



Analyze social followers

- ☐ Monitor social activity across your accounts
- ☐ Test multiple content types
- ☐ Spot content trends in follows, likes and shares

Collect buyer data at point of sale

- ☐ Store data in convenient, organized location
- ☐ Match high value customers against social followers
- ☐ Tie sales trends to social media analysis

Marry social media and retail marketing

- ☐ Find trend between social content and positive business events
- ☐ Establish sales intent and targets for each social post
- ☐ Define relationship between new followers and new customers