

Social Media Marketing Plan – Template

Based on the free lesson at marketingteacher.com/social-media-marketing. Use this template to plan a simple, realistic social media plan for a business or brand of your choice.

Name: _____ Class: _____ Date: _____

1. Business / brand and one clear goal for this plan (e.g. build awareness, drive sales, grow a community).

2. Who is the target audience? Describe them in one or two sentences (age, interests, habits).

3. Which platform(s) will you focus on, and why do they fit this audience? Circle your choices.

Instagram

TikTok

YouTube

Facebook

X / Twitter

LinkedIn

Pinterest

4. Define three content pillars — the recurring themes your posts will come back to.

Pillar 1

Pillar 2

Pillar 3

5. Sketch one week of posts — one idea per day is enough.

Mon	Tue	Wed	Thu	Fri	Sat	Sun

6. How will you know the plan is working? Note one KPI (measurable target) for each area below.

Reach / Awareness

Engagement

Followers / Community Growth

Conversions / Sales