



Social Media Marketing Checklist

Use this checklist to plan, implement, and continuously optimize your social media strategy step-by-step.

1 Strategy & Goals

- ☐ Clear marketing goals defined (e.g., brand awareness, leads, or sales)
- ☐ Target KPIs established
- ☐ Target audience analyzed
- ☐ Buyer personas created
- ☐ Competitors analyzed
- ☐ Suitable social media channels selected

2 Profile & Branding

- ☐ Company profiles fully set up
- ☐ Consistent branding across all channels
- ☐ Professional profile picture and cover photo
- ☐ Meaningful/compelling company description
- ☐ Link to the online shop or website integrated
- ☐ Contact options provided

3 Content Strategy

- ☐ Content goals defined
- ☐ Content pillars established
- ☐ Editorial calendar created
- ☐ Posting frequency defined
- ☐ Corporate design taken into account
- ☐ Content customized for each platform
- ☐ Call-to-actions integrated



4 Content Production

- ☐ Images optimized
- ☐ Videos created
- ☐ Reels or Shorts scheduled
- ☐ Story formats factored in
- ☐ User-generated content planned
- ☐ Employees considered as brand ambassadors
- ☐ Hashtags researched

5 Community Management

- ☐ Respond to comments
- ☐ Handle direct messages promptly
- ☐ Monitor reviews
- ☐ Actively engage the community
- ☐ Document feedback

6 Advertising & Campaigns

- ☐ Advertising budget determined
- ☐ Target audiences for ads defined
- ☐ Campaigns set up
- ☐ Retargeting prepared
- ☐ A/B tests planned

7 Measuring Success

- ☐ Analyze reach
- ☐ Evaluate engagement



- ☐ Check click-through rate (CTR)
- ☐ Measure conversion rate
- ☐ Document leads
- ☐ Calculate ROI (Return on Investment)
- ☐ Continuously optimize content

8 Future & AI

- ☐ AI meaningfully integrated into the content process
- ☐ Prompts documented
- ☐ Content reviewed before publication
- ☐ New platforms monitored
- ☐ Trends regularly evaluated
- ☐ Strategy updated at least quarterly

Self-Assessment

How well-positioned is your social media strategy?

0–15 checkmarks

You are still at the very beginning. It is well worth taking the time to develop a clear strategy.

16–30 checkmarks

You have already built a solid foundation. Optimize your processes and measure your success regularly.

31–45 checkmarks

Your social media strategy is already in very good shape. Focus on continuous optimization and expanding successful measures.

46+ checkmarks

Congratulations! You have a professional social media strategy. Now it is time to leverage new trends like AI, social commerce, and community building targeted for further growth.