



Checklist 18 - Using Social Media To Market Your Consulting Firm

Project Name: _____

Date: _____

Yes No

Over the years, social media has proven to be one of the most effective marketing mediums in terms of reaching potential clients and building brand awareness. As a consultant, social media allows you the opportunity to advertise your expertise across different platforms. The various social media platforms include Twitter, LinkedIn, Facebook, Instagram, Pinterest, YouTube

Part 1 – Pick Social Media Platforms

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Consider which social media platforms are most appropriate for your consulting business. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Identify the needs and characteristics of each platform to determine its fit for your business. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Incorporate the 80-20 social media marketing mix. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Post content that resonates with the persona of your target clients. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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5 Use captivating photos and images in your posts.

Part 2 – Scheduling Posts On Social Media

6 Create content about your consulting business that can be shared throughout.

7 Develop different content, schedules, and priorities for different social media platforms.

8 Determine the times when your target clients are most active in each platform.

9 Establish different posting frequency and timing for each channel based on the activities of your target clients.

10 Share curated content.

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- 11 Use tools such as social media calendars to help with post scheduling.
- 12 Establish how best to showcase the value of your business across the platforms.
- 13 Complete your social media profiles.
- 14 Follow other brands in your industry on social media platforms.

Part 3 – Metrics

- 15 Use your objectives to select appropriate tracking metrics.
- 16 Measure your exposure by evaluating reach and impressions on social media.

Notes



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- 17 Evaluate your engagements through the number of shares, likes, mentions, and retweets.
- 18 Practice social listening to know what people are saying about your brand.
- 19 Research the activities of your competitors on social media.
- 20 Evaluate the ability of your topics to initiate and influence conversations.

Notes