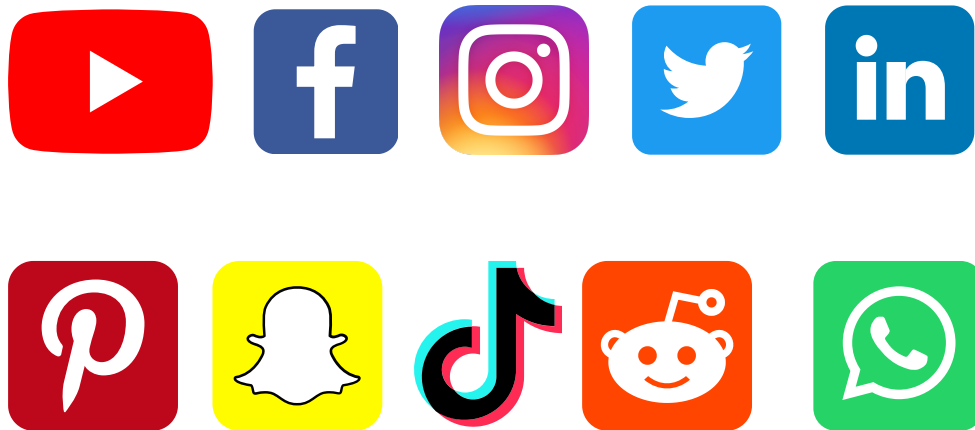


MAXIMIZE YOUR MARKETING 3.3

SOCIAL MEDIA CHANNELS

Explore the following data from Pew Research's findings on social media use:
<https://www.pewresearch.org/internet/fact-sheet/social-media/>

As you explore this data, note the user demographics that match your customer persona from section 2 of this program.



Which platform(s) have the most crossover with your customer base?

Highlight these on your worksheet 3.1 worksheet list, or the marketing forum asset chart you developed in 3.2.

Star the platforms where your business is currently active.

Brainstorm the next best steps to leveraging social media as a marketing tool.



BRAINSTORM

What is your business's presence like on the marketing channels you identified above?

Have you experimented with organic or paid presence on these platforms?

What are ways you could fill in the gaps to leverage social media while moving forward in your marketing goals?

Which member of your team is best equipped to push forward in this growth?

A large rectangular area with a light beige background, containing 20 horizontal white lines for writing.

