



7 Steps to Budgeting for Social Media

Workbook

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INSTRUCTIONS

Welcome to Aston Social's Social Media Management Budgeting Workbook.

This book is the culmination of our years of working in the Social Media world, understanding what brands need, what organisations value and what represents value for businesses both big and small.

This workbook includes all the major components of any Social Media Management campaign. Not every business needs all these components but it's necessary to consider each as you move into investing in Social Media.

Each component below gives you an overview of what each part means, the things you need to consider, best practices and then a series of cost estimates and options for you to choose from.

This culminates at the end of the workbook in a budget summary which clearly displays what you're investing in, where the money is going and how much your budget needs to be.

If at any stage you need help completing this workbook, you can contact Daniel at daniel.martin@astonsocial.com.au for assistance or further information.

STEP 1: AGENCY / PROVIDER TYPES

The type of provider you choose for your social media management will govern two main things, the type of service you get and the price you pay. Some very cheap options are available, often utilising currency exchange rates to offer the discount, whilst other local agencies can come at a higher cost but with the benefit of being local, contactable, and understanding local nuances.

Select which of the following agency types you'd like to utilise.

A - Overseas Outsourcers

Many providers, agency or freelance, are available overseas to look after your social media requirements. Such providers will work with you primarily remotely to generate content for you and post on your behalf.

Benefits

- Low Price
- Low Commitment

Drawbacks

- Lack of Face to Face contact
- Cultural Differences

Price Range: Typically between **\$100** and **\$800** per month.

Select this Agency Type:

☐

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STEP 1: AGENCY / PROVIDER TYPES (Continued)

B - Specialist Social Media Agencies

Specialist Social Media Agencies are teams of people who are dedicated to social media and everything it entails. Typically based locally, the teams are available to you for meetings and onsite content creation. An added benefit is an awareness of local culture and vernacular.

Benefits

- Team on the ground locally.
- Dedicated only to Social Media.

Drawbacks

- Price can be higher than overseas.
- Often limited only to Social Media.

Price Range: Typically between **\$1,500** and **\$4,000** per month.

Select this Agency Type:

☐

C - Advertising & Marketing Agencies

It's not uncommon for Advertising and Marketing agencies to offer Social Media as part of their services. Often this comes as part of a larger campaign, for a fixed period of time, but then rolls into ongoing social media community management.

Benefits

- Access to experienced creatives.
- Knowledge of the broader brand.

Drawbacks

- High Cost.
- Not dedicated to Social Media.

Price Range: Typically between **\$4,000** and **\$15,000** per month.

Select this Agency Type:

☐

STEP 2: PLATFORMS

These days there are many different platforms you can consider for your social media presence. Whilst it's utopian to be on all, it can be worth choosing a few high value ones to start with.

Facebook

Whilst not the actual original social media platform, Facebook is arguably the starting point for most people's involvement in Social Media as we know it today. Originally intended to be a method of displaying yourself and your life to your circle of friends, it rapidly expanded out to businesses and ultimately a very commercial purpose.

Recently the platform has been 'reigned in' in an attempt to bring it closer to its original roots. Commercial content and news providers have been limited in their exposure, with social related content being given a much greater emphasis. Don't worry though, there's still an advert platform!

Intended Purpose

- Sharing your life with friends

Audience Types

- Individuals & Brands
- 13 years old & up
- Recently 35+ are more active

Content Types

- Text based posts
- Photos & Galleries
- Variety of Videos
- Blog Posts
- Website Links

Best Industries

- Consumer facing brands
- Business 2 Business brands
- Not for Profits & Charities
- Pretty much any industry these days!

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STEP 2: PLATFORMS (Continued)

Instagram

Born out of the idea to create a platform that makes taking photos on a smart phone easy and attractive, Instagram exploded literally overnight into a global phenomenon that turned from a simple app into a fully blown Social Media platform.

The fit was obvious and the upside was huge so when Instagram was purchased by Facebook it became part of the Facebook eco-system, integrated with the world's largest network.

Intended Purpose

- Taking cool photos with filters
- Sharing them with your friends

Audience Types

- Individuals & Brands
- ~15+
- Major group 15 to 30

Content Types

- Photos & Galleries
- Short Videos
- NB: Instagram does not support links

Best Industries

- Consumer facing Brands
- Some B2B Brands
- Not for Profits & Charities

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STEP 2: PLATFORMS (Continued)

LinkedIn

The Social Network for professionals, LinkedIn gained traction quickly as the extension of a professionals CV and a way to get access to new job opportunities easily. Over time the platform has varied in its style and content, as well as its core functionality. At one point in time it became a boon for sales professionals, allowing access that the likes of eMail had long since foregone.

Recently the sale to Microsoft has resulted in the platform moving more towards a 'Facebook-like' medium, which has some benefits around the features but is arguably decreasing the platforms professional edge.

Intended Purpose

- Professional networking

Audience Types

- Professionals & Corporates
- 18+
- Male-Dominant
- Mostly 25 to 60 year old

Content Types

- Text based posts
- Photos
- Some Videos
- Blog Posts
- Website Links

Best Industries

- Business 2 Business brands
- Consumer brands looking for professional customers

STEP 2: PLATFORMS (Continued)

Twitter

Alongside Facebook, Twitter was considered one of the 'first'. It's first iteration was actually intended to be an SMS (Short Message Service) platform which limited the messages ('tweets') to 140 characters or less, which was the limit of one SMS at the time.

It became immediately obvious that the Internet was going to be a far more useful medium for sharing the tweets rather than cellular SMS, so the platform was launched online. The 140 character limit remained.

Over time the content on the platform and popularity of the platform has flexed and waned - in Australia it's never really been a big hit.

Populated mostly by celebrities, sports personalities and news outlets, Twitter is a great place to start if you have an opinion to share or want to connect with high profile individuals. If you are a brand looking to connect with consumers, it's a difficult place to be.

SnapChat

Feared by Facebook as a replacement, SnapChat has never really properly taken off. The concept of 'vanishing images' is great if you want to send quick pics to a friend, but from a commercial standpoint it lacks appeal.

After refusing to sell to Facebook, the majority of SnapChat's interesting features were immediately emulated by Instagram which sent SnapChat's user base into rapid decline.

STEP 2: PLATFORMS (Continued)

Pinterest

Pinterest has never been overly popular in Australia, in fact as of 2019, the majority of Pinterest users (98%) are American, with a large majority of those being Females between the age of 25 and 45.

Pinterest has released a number of ecommerce focused features that are actually very good, great benefits for brands who are looking to sell their products online. Unfortunately the lacking user base in Australia makes those features fairly useless, because, whilst they're there, no-one is seeing them!

YouTube

After being purchased by Google, YouTube has bloomed. The perfect platform for getting your video content seen, YouTube these days resembles more of a TV channel than it does a Social Media. It's great if you have lots of video content and you're willing to continually post that content, but if you don't have the content there's not a lot you can do.

Houzz

Very much new on the scene, Houzz is an interesting mix of eCommerce, social media and blatant advertising. It does pull off this mix quite well though, providing home buyers and renovators all sorts of interesting content, inspirational ideas and products to buy for their next project. If you're in the housing, building or home renovation game, Houzz is a must.

STEP 2: PLATFORMS (Continued)

Frequency of Posts

A question often asked is, how much is enough or how much is too much when it comes to posting on social media. Over the years this number has changed, in the early days the 'Coca-Cola' method was considered the benchmark - 2 posts per day. Most brands couldn't keep up with that and over time it became apparent that that didn't matter, that frequency didn't bring the benefit expected.

With perpetual changes in the platform algorithms, the precise number of posts required varies all the time. One week you might say 3 posts per week is enough, next week it'll be 10.

Generally speaking, 5 to 7 posts per week per platform is a safe place to be. This number goes down for LinkedIn and up for Twitter.

The factors to take into account are:

- The algorithms on all platforms reward frequency, engagement scores and decay rate. In other words, if you have frequent content that engages lots of people and doesn't become stale in 15 minutes, you'll get more engagement over time.
- If you don't post frequently enough and your engagement is low, you'll end up in a nosedive, your engagement and exposure will drop even lower as the platforms effectively 'hide' your content. It does so believing that your content is 'irrelevant'.
- Not every post is seen by every follower, so if you're considering only doing 2 posts per week, don't just assume that those two posts are seen by every one of your fans!

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STEP 2: PLATFORMS (Continued)

Estimation Matrix

Assuming that you will start with at least Facebook as your baseline, the below matrix will give you an idea on the sort of costs involved for Social Media Management.

NB: This matrix assumes you've chosen a Specialist Social Media agency to deliver your Social Media Management.

	Platform	Post Frequency	Estimated Monthly Cost	Selection
1	Facebook	5 to 7 per week	\$1,600	<input type="checkbox"/>
2	Instagram	5 to 7 per week	+ \$800	<input type="checkbox"/>
3	LinkedIn	2 to 3 per week	+ \$500	<input type="checkbox"/>
4	Twitter	10 to 15 per week	+ \$1,000	<input type="checkbox"/>
5	Pinterest	5 to 7 per week	+ \$800	<input type="checkbox"/>
6	SnapChat	10 to 15 per week	+ \$1,200	<input type="checkbox"/>
7	Houzz	5 to 7 per week	+ \$800	<input type="checkbox"/>

STEP 2: PLATFORMS (Continued)

Content Origination

An important question to ask yourself and your prospective agency is "Where does the content come from?" Content doesn't grow on trees, it needs to be made somehow. If you don't have any existing bank of content then you need to be aware that the content will be 'created' some how.

There's any number of ways that content can be created, it can be created from the ground up, it can be regenerated and based on prior campaigns or work, or it can be based on external sources such as news sites or stock photography.

Content Tiers

Tier	Source	Effectiveness	Difficulty
1 Owned Content	This is content that you already have or that has been created specifically for and by your brand.	10 / 10	8 / 10
2 Derived Content	Content that has been regenerated or recreated based on existing assets or campaigns. It's yours but it's reworked.	8 / 10	5 / 10
3 Sourced Content	External sources have been used to create the content. The content will look like it's yours but will be based on something external to your company/brand.	6 / 10	6 / 10

STEP 2: PLATFORMS (Continued)

Additional Content Costs

If you've not got enough owned content or you need to create more for any purpose, you will need to invest in the content generation external to your monthly management fee. Depending on what's required this may not be an expensive exercise but if you're doing something more complicated like a video or movie shoot then the price can go up.

Below is a list of example content creation services and costs.

	Service	Description	Price Range
1	Photo Shoot	Professional photo shoot on location for a fixed period of time. Excludes location or model fees.	\$300 to \$3,000
2	Videography	The production and filming of social media ready videography. Video production can often also result in videos worthy of YouTube upload	\$800 to \$8,000
3	Article Writing	Writing, editing and publishing of articles for social media or websites.	\$100 to \$2,000
4	Talent & Models	Hiring models or acting talent for a photo shoot, video shoot or similar.	\$500 to \$4,000

STEP 3: ADVERTISING

As soon as there was an audience to advertise too, Social Networks created the opportunity for brands to advertise to them. Initially very simple, advert variants became rapidly more complex, rich and complicated which meant you could do all sorts of things - if you knew how.

Today the options for advertising are massive and to get the best out of each you really need to know what you're doing. A lot of money can be wasted very quickly but at the same time you can extract excellent value provided you know how to.

Advert Types

Over time a wide range of advert types have been created across the various social media platforms, typically made to meet business needs and consumer behaviours.

Below is a list of the general classifications of different advert types. These are usually named differently on each platform even when the function is basically the same.

Promoted Posts: Take an existing piece of content and expose it to a great many people.

Follower Growth: Grow your following or fan base by advertising your page/profile.

Website Traffic: Direct people to your website, blog, or otherwise linked page.

Video Views: Expose your video to many people, paying for each view.

Lead Capture: Present an offer to people and capture their details in a form.

App Installs: Entice people to download and install or sign up for your app.

Product Sales: Promote your product and link people to a site for purchase.

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STEP 3: ADVERTISING (Continued)

Platforms

Every platform has its own advertising options and dashboard. However the power and quality of the advertising tools on each platform can vary. Pricing also varies greatly.

Facebook: Facebook advertising is the 'original'. Initially quite easy to use, the sheer number of variants of advert types and target audiences has led to the platform becoming incredibly complicated. Still very powerful and with niche areas of extremely valuable, it's something that you need some knowledge in before embarking upon.

Instagram: Instagram adverts are still fairly limited which makes setting it up fairly easy. It doesn't have it's own platform, Instagram adverts are placed through the Facebook advert manager.

LinkedIn: Prior to the purchase by Microsoft, the LinkedIn ad platform was just starting to get good. Lots of advert options with very reasonable pricing, it provided lots of opportunities. Pricing these days is very high and the platform has become very complicated.

Twitter: Advertising on Twitter is done through its own platform. Originally created seemingly in desperation to generate revenue, pricing of adverts is very high and reach is limited.

YouTube: Google Adwords is the advertising platform for YouTube. YouTube adverts are very powerful, with many different variants of ad types and targeting.

Pinterest: Has its own advertising platform, it's fairly cheap and simple but with the limited Australian users, there's not much value in it for Australian brands.

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STEP 3: ADVERTISING (Continued)

Cost Estimator

The pricing for each platform varies greatly, not to mention the variance with target audience, geographic area, content category and so on. As a result it's impossible to provide a definitive list of what ads cost what.

However, the matrix below will show you the kind of money you need to be thinking about for each ad type and the metric that you can expect from each investment.

	Type	Metric	Unit Cost	Typical Outcome
1	Promoted Posts	Per 1,000 Impressions	\$3 to \$30	1,000's of views
2	Follower Growth	Per Follower	50c to \$10	100's of followers
3	Website Traffic	Per Click	10c to \$30	1,000's of clicks
4	Video Views	Per View	1c to \$1	10,000's of views
5	Lead Capture	Per Lead	50c to \$20	100's of leads
6	App Installs	Per Install	10c to \$25	100's of installs
7	Product Sales	Per Sales	50c to \$50	100's of sales

STEP 4: SOCIAL MEDIA STRATEGY

Just like anything else, maximising your success on social media relies on a clear strategy. It's not just about content, it's also about knowing who you're engaging and how to engage them. Identifying your target audience is pivotal to knowing the style of language that will engage and the type of conversation required in response to audience engagement with your brand.

More than just content and campaigns.

The social media strategy development process includes a detailed plan of not only the marketing aspects of your social media presence but also the compliance requirements specific to your industry and business.

Strategy Components

Marketing: Defining your brand voice, social strategy, content streams, fan acquisition, community management strategy and measurement/success KPI's.

Compliance: All the facets of social media that require compliance within a broader strategy, including organisation roles, risk management strategies and HR policies.

Marketing Modules

- | | | |
|---|-------------------------|---|
| 1 | Brand Definition | Get to know your brand, why you tick and what you do. In a dedicated workshop, your target audiences and key messages are uncovered and documented. |
| 2 | Social Strategy | The social strategy includes selected platforms, your customers' journey and most importantly your brand's reason for being on social media |

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- 3 **Content Streams** The three different content stream genres are; Thought Leadership, Humanising and Sales Promotion. A number of streams are developed for each genre, creating a content plan for 24 months or more.
- 4 **Fan Acquisition** Fan acquisition is all about getting fans to your platforms. A number of strategies are developed for both online and offline, paid and organic that will grow your fan base quickly.
- 5 **Cross Platform Integration** Your digital assets need to work in harmony. A framework is developed for how consumers and fans will transgress between platforms and why they will do it.
- 6 **Security & Privacy** Security is important, ensuring your assets are protected whilst accessible. Privacy is important to ensure that all team members who are going to engage on your social platforms are amply protected.
- 7 **Community Management Strategy** The language, tone of voice and keywords of a brand are pivotal to ensuring the correct persona and presence is maintained. Additionally, a structure is put in place for escalations of sales opportunities, complaints and other crises.
- 8 **Social Media Monitoring & Measurement** Defining the key metrics to track and measure success is vital. Metrics are set, the method and frequency for tracking and most importantly the targets for success. KPI's are set here.

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STEP 4: SOCIAL MEDIA STRATEGY (Continued)

Compliance Modules

- | | | |
|----|-------------------------------|---|
| 9 | Organisational Roles | Each person in the business has a role to play on social media. In this module roles are assigned to all key team members including the management team, and also defining the information flow between team members. |
| 10 | Social Media HR Policy | Having a HR policy standard for social media engagement is vital. This module provides a ready to use HR policy framework, customised specifically for your organisation, ready to put straight into your employment contracts. |
| 11 | Risk Management Plan | Risks are ever present on social media. In this module all known key risks on social media are identified, along with the corresponding impacts and consequences. A mitigation plan is developed for each of the key risks. |

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STEP 4: SOCIAL MEDIA STRATEGY (Continued)

Whilst each module isn't necessarily able to be priced individually, given that they're developed in unison, the table below will give you an idea of the impact of price that each component has and the value that it provides. When developing a social media strategy, unit prices are generally irrelevant as the overall cost is rolled together.

Select which of the modules you think is useful to your brand to create an estimated price.

Module Pricing

Select which of the following modules you'd like to include.

	Module	Importance	Estimated Cost	Selection
1	Brand Definition	8 / 10	\$1,200	<input type="checkbox"/>
2	Social Strategy	3 / 10	\$600	<input type="checkbox"/>
3	Content Streams	10 / 10	\$3,200	<input type="checkbox"/>
4	Fan Acquisition	9 / 10	\$2,900	<input type="checkbox"/>
5	Cross Platform Integration	4 / 10	\$1,800	<input type="checkbox"/>
6	Security & Privacy	6 / 10	\$3,500	<input type="checkbox"/>

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7	Community Management Strategy	9 / 10	\$2,000	<input type="checkbox"/>
8	Social Media Monitoring & Measurement	8 / 10	\$2,800	<input type="checkbox"/>
9	Organisational Roles	7 / 10	\$1,800	<input type="checkbox"/>
10	Social Media HR Policy	6 / 10	\$3,800	<input type="checkbox"/>
11	Risk Management Plan	8 / 10	\$4,000	<input type="checkbox"/>

Outline your reasons for selecting the modules that you have, it'll help you explain the direction to your team and agency.

Reasons:

STEP 5: SOCIAL MEDIA INFLUENCERS

Social Media Influencers, everyone's talking about them, everyone wants to be one, everyone wants to get the benefits of one. Unfortunately, when a market becomes flooded like that there ends up being a big spread between 'good' and 'bad'.

When it comes to Social Media Influencers, it pays to make a deliberate choice about the strategy you're going to use and the expectations you're going to have of the outcomes.

Influencer Strategies

- 1 Social Promotion**

Social status, promotion and exposure is one of the primary drivers for all of us as humans. To one degree or another, we like to be seen and recognised.

Inviting social media users either in your geographic area or area/category of interest, to engage with your brand in some way is an excellent way to get the benefit of their following whilst also giving them a social boost. It's a win-win! Plus it's often free.
- 2 Product Incentive**

This strategy has been around long before social media but now with the power of social media it's amplified.

Offering consumers products to trial, for free, is a great way to get testimonials and real, live, marketing material.

Using Social Media you can offer your products to a range of well connected and active social media users, in return for public reviews, posted on their profiles.

Generally this only costs the product & postage, nothing else.
- 3 Paid Posts**

This is a fairly basic and obvious strategy though it becomes

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quite expensive and navigating the terms of what's reasonable or not becomes the challenge.

Simply paying influencers for their posts, at some fixed fee per post, can give you excellent reach for a relatively small amount of money.

The catch here is, what's a reasonable amount to pay, to ensure you get ROAS (Return on Ad Spend)? When you're selecting this strategy, ensure you pay particular attention to the size of the influencers audience and ask for proof of their prior engagement metrics (analytics).

4 **Influencer Retainer**

Some influencers are so active or have such a high profile, either online or offline, that it can be worth engaging them in a monthly or yearly retainer to promote your brand and your content.

Such influencers should be pretty well known to you already and come with a profile that's public before you even start talking to them.

When designing your engagement with them, ensure you are very clear about the expected deliverables, the timeframe of the deliverables, any metrics you expect and the implications if those metrics are not met.

A well planned and structured influencer retainer can represent excellent value for a brand and should also deliver great value to the influencer.

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STEP 5: SOCIAL MEDIA INFLUENCERS (Continued)

Choose a Strategy

Making a deliberate choice regarding which strategy you're going to use is quite important, without the selection, you cannot measure the results or budget for it.

Choosing the strategy that best suits your needs doesn't mean you're locked into it, nor does it mean that you can't run another strategy in parallel, but you need to be aware of the different strategies you have active at any given point in time.

Select which of the following strategies you'd like to utilise.

	Strategy	Effectiveness	Difficulty	Return	Cost	Selection
1	Social Promotion	8 / 10	8 / 10	9 / 10	1 / 10	<input type="checkbox"/>
2	Product Incentive	3 / 10	5 / 10	7 / 10	2 / 10	<input type="checkbox"/>
3	Paid Posts	6 / 10	4 / 10	5 / 10	8 / 10	<input type="checkbox"/>
4	Influencer Retainers	9 / 10	2 / 10	7 / 10	9 / 10	<input type="checkbox"/>

STEP 6: TRAINING

In some circumstances, organisations want to manage their social media in-house but need their team to be trained up appropriately for the job. Training can be delivered in a variety of ways, with the value of that training varying, along with the cost.

Below outlines a number of the common training options.

Types of Training

- 1 Online Courses - Self Paced**

Many providers offer online, self-paced training courses that you can complete online, by yourself, in your own time. Whilst these cover the fundamentals, they do tend to miss out on some of the more strategic elements and of course lack the ability to do Q&A.
- 2 Online Training - Instructor Led**

Online, instructor led training courses held through webinar or some other form of real time communication can be an excellent way to get training whilst at the same time saving money and time. A genuine replacement for classroom courses, instructor led online training courses can deliver not only the technical fundamentals but also the strategic thinking whilst also allowing Q&A.
- 3 Classroom Courses**

Many training organisations offer publicly available training courses on Social Media, ranging from half day to a week long. These courses mix a variety of people from different backgrounds and businesses together. This allows all sorts of learning not just in the form of the subject matter but also cross-pollination from other similar or completely tangential

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businesses.

- 4 **Dedicated Classroom** If you've got a team big enough to warrant it, and the budget to suit, a dedicated classroom training session for a number of your team can be a great way to bring everyone up to speed on the topics you've chosen. Dedicated classroom training also ensures that the subject matter is applicable to your business and/or circumstances, often allowing trainers to use real life, relevant scenarios to illustrate a point.
- 5 **One on One** If you're working on your own, or you have a single team member who is responsible for social media within your organisation, one on one training can be a great way to add extra skills to the team member, very rapidly. One on one training will have the trainer sitting alongside your team member whilst the training is delivered and the application of that training is demonstrated live.
- 6 **Mentor Support** Social Media is a continually evolving beast, and really the only way to become fully skilled is to 'do it'. This means continually posting, week in week out. Often, if training is delivered in one instance, it can be forgotten or the application can be a little different from what was discussed in the training.

Having a mentor on call to support your team members with their questions and provide ongoing feedback, much like a coach of a football team, can ensure continual growth and often best ROI from the training investment.

Certifications

Often the courses you undertake will come with certifications. At time of writing, there is no

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universal 'social media' certification, though many universities are now offering courses specifically focussed on the topic.

As a result, Social Media certifications can come with very different education and values. Attaining one is useful, but don't simply assume that when a person has a certification, they have the skills and knowledge required for your specific application.

Choose a Type

Select which of the following training types you'd like to utilise.

	Type	Impact	Estimated Cost	Selection
1	Online Courses - Self Paced	3 / 10	\$100's	<input type="checkbox"/>
2	Online Training - Instructor Led	5 / 10	~\$1,000	<input type="checkbox"/>
3	Classroom Courses	6 / 10	\$1,000's	<input type="checkbox"/>
4	Dedicated Classroom	7 / 10	\$5,000+	<input type="checkbox"/>
5	One on One	8 / 10	\$3,000+	<input type="checkbox"/>
6	Mentor Support	9 / 10	\$1,000's per month	<input type="checkbox"/>

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STEP 7: AUDIT

A Social Media Audit can provide you with the blueprint and foundation for any future investment in social media, either financial or effort based. A proper audit will take into consideration your existing efforts, review any competitors, make suggestions on a plan forward and outline the budget required for that plan.

Below is outlined the primary components of a proper Social Media Audit.

Audit Components

- | | |
|--------------------------------------|--|
| 1 Engagement Assessment | A review of your current content, platforms, and the engagement scores on each.
Output: An understanding of what is working and what isn't working for you on your social media profiles. |
| 2 Competitor Assessment | An assessment of your competitors on social media. What they're doing, where they're doing it, what's working for them and what isn't.
Output: The landscape in your industry on social media along with any opportunities that exist. |
| 3 Platform & Content Plan | Based on a review of your existing presence, a plan for what platforms you should be on and what content should be posted on each.
Output: The blueprint for what platforms you should engage on and the content you should publish on each. |
| 4 Audience Plan | A deep dive on your target audience, identifying where they are most active and most engaged.
Output: The plan on where to best invest your efforts to reach |

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your target audience.

5 **Advertising Plan**

Social Media advertising is a reality that's here to stay, used properly it can be an incredible asset to your marketing.

Output: A plan on where to invest your social media advertising budget and how to do it.

6 **Budget Plan**

Investing in Social Media can be a minefield, money can escape in the blink of an eye. Understanding each element, what the expected ROI is and planning your budget-rollout can minimise waste and maximise return.

Output: A complete plan on what components are required, how much each component costs, expected outcomes and the timelines for each.

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STEP 7: AUDIT (Continued)

Select Audit Modules

Select which of the following audit modules you'd like to have developed.

	Type	Importance	Estimated Cost	Selection
1	Engagement Assessment	3 / 10	\$1,900	<input type="checkbox"/>
2	Competitor Assessment	4 / 10	\$2,200	<input type="checkbox"/>
3	Platform & Content Plan	8 / 10	\$1,800	<input type="checkbox"/>
4	Audience Plan	6 / 10	\$600	<input type="checkbox"/>
5	Advertising Plan	5 / 10	\$1,200	<input type="checkbox"/>
6	Budget Plan	9 / 10	\$900	<input type="checkbox"/>

BUDGET SUMMARY

Record your selections from each of the components to formulate your Social Media budget.

	Component	Selections Made	Budget Required
1	Agency Type		
2	Platforms		
3	Advertising		
4	Strategy		
5	Influencers		
6	Training		
7	Audit		



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