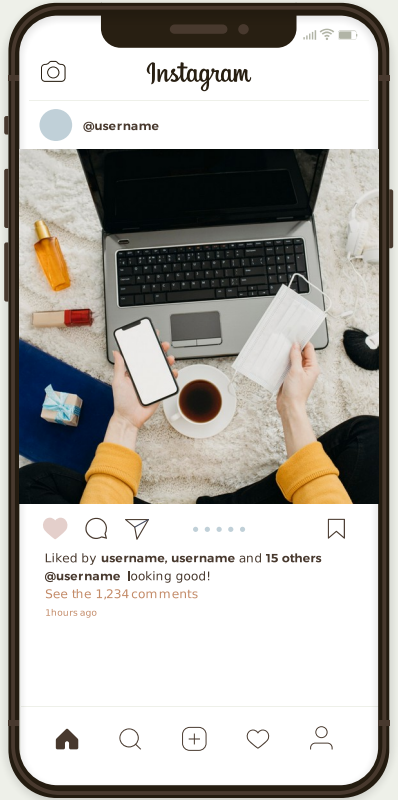
Strategy for

Social Media

MK PLAN

Here is where your presentation begins



Contents of this template

This is a slide structure based on a marketing plan presentation

You can delete this slide when you’re done editing the presentation

Fonts	To view this template correctly in PowerPoint, download and install the fonts we used
Used and alternative resources	An assortment of graphic resources that are suitable for use in this presentation
Thanks slide	You must keep it so that proper credits for our design are given
Colors	All the colors used in this presentation
Icons and infographic resources	These can be used in the template, and their size and color can be edited
Editable presentation theme	You can edit the master slides easily. For more info, click here

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01
About us
You can describe the topic of the section here

02
Market analysis
You can describe the topic of the section here

03
Goals & strategy
You can describe the topic of the section here

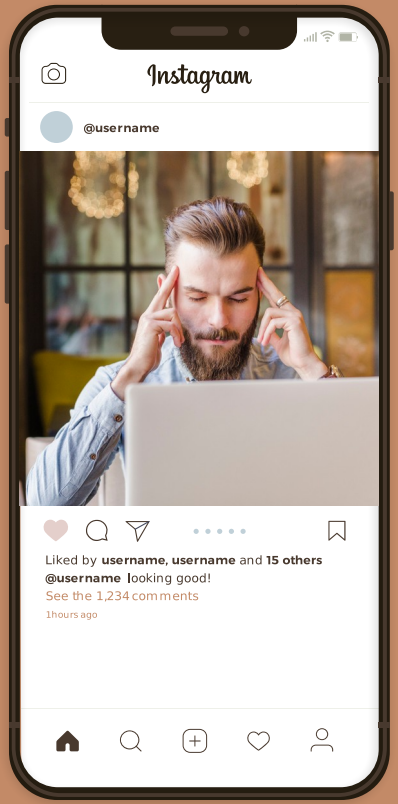
04
Content plan
You can describe the topic of the section here

05
Budget
You can describe the topic of the section here

06
KPI overview
You can describe the topic of the section here

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it’s only a bit larger than the Moon. The planet’s name has nothing to do with the liquid metal since it was named after the Roman messenger god, Mercury

Our company



Our company

You can enter a subtitle here if you need it

Our evolution

2XXX

Mercury

Mercury is the closest planet to the Sun

2XXX

Venus

Venus has a beautiful name, but it’s hot

2XXX

Mars

Despite being red, Mars is a cold place

Our evolution

2XXX

Mercury

Mercury is the closest planet to the Sun

2XXX

Venus

Venus has a beautiful name, but it’s hot

2XXX

Mars

Despite being red, Mars is a cold place

What sets us apart?

Mercury

You can describe the topic of the section here

Venus

You can describe the topic of the section here

Mars

You can describe the topic of the section here

Guiding principles

Mercury

Mercury is the closest planet to the Sun

Venus

Venus is the second planet from the Sun

Earth

Earth is the third planet from the Sun

Mars

Mars is full of iron oxide dust









“This is a quote. Words full of wisdom that someone important said and can make the reader get inspired.”



—Someone Famous

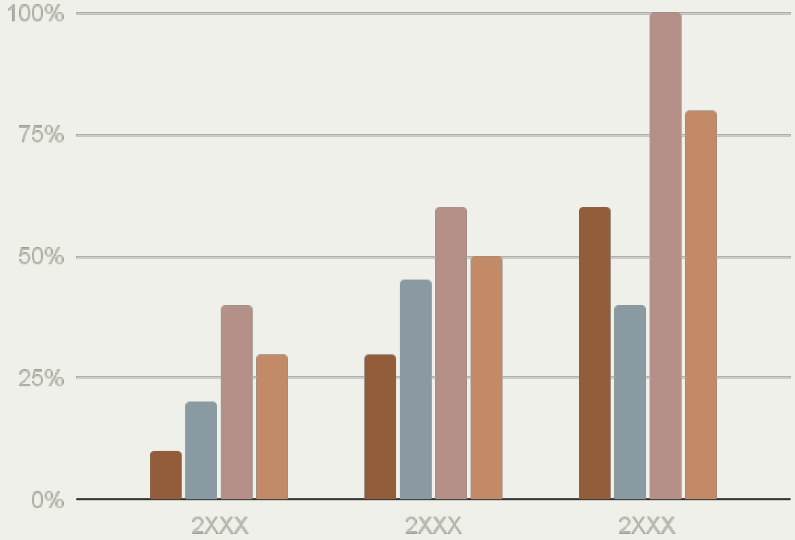
Market share

Mercury

Mercury is a small planet

Earth

Earth is the planet with life



Venus

Venus has a beautiful name

Mars

Mars is full of iron oxide dust

Follow the link in the graph to modify its data and then paste the new one here.

For more info, click here

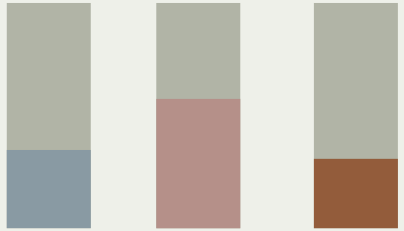
Buyer personal profile

BIO



Age: 28 years old
Gender: Female
Location: United States
Income: $1,500
Occupation: Teacher
Education: Teaching Degree

Motivations

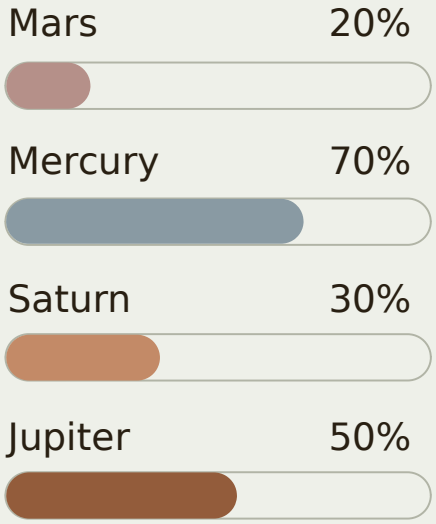


30% 50% 20%



Pluto Earth Venus

Interests



Awesome words



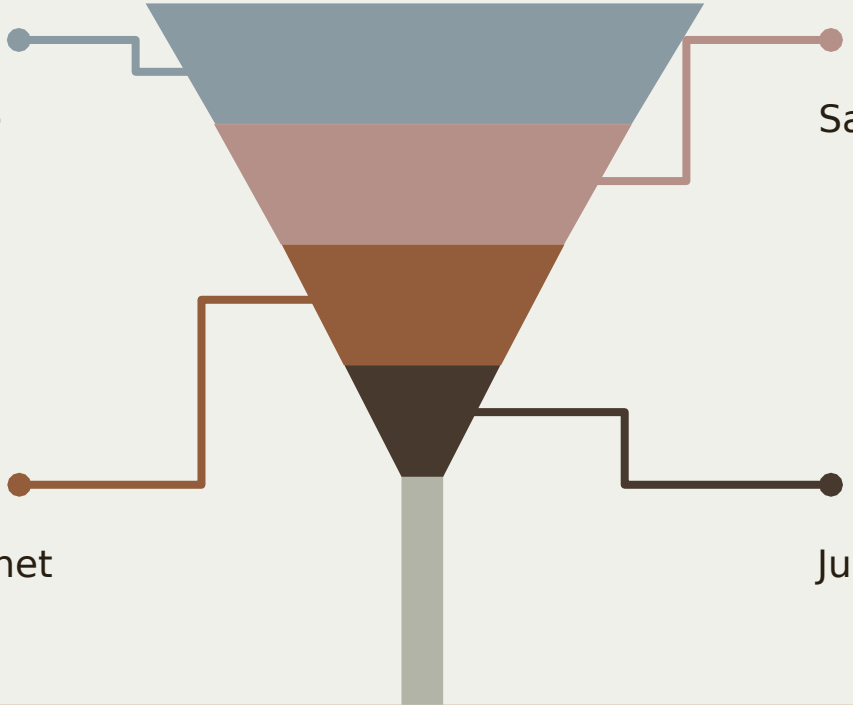
Sales funnel

Awareness

Mars is a cold place

Interest

Saturn is a gas giant



Decision

Pluto is a dwarf planet

Purchase

Jupiter is a big planet

Buyer journey

Venus is the second planet from the Sun

Awareness

Despite being red, Mars is a cold place, not hot

Decision

Consideration

Mercury is the closest planet to the Sun

Competitor analysis

Venus

Venus is the second planet from the Sun

Mercury

It’s the closest planet to the Sun

Mars

Mars is actually a very cold place

Saturn

It’s composed of hydrogen and helium

Jupiter

Jupiter is the biggest planet of them all

Neptune

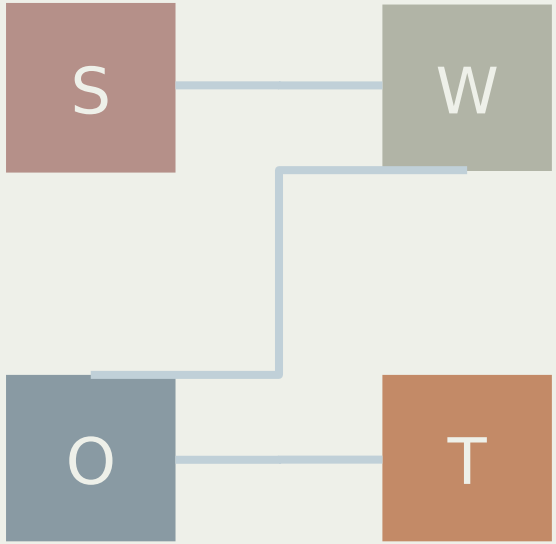
It’s the farthest planet from the Sun

150,000



Big numbers catch your audience’s attention

SWOT analysis



Strengths

Mercury is the closest planet to the Sun

Weaknesses

Despite being red, Mars is a cold place

Opportunities

Venus is the second planet from the Sun

Threats

Jupiter is a gas giant and the biggest planet

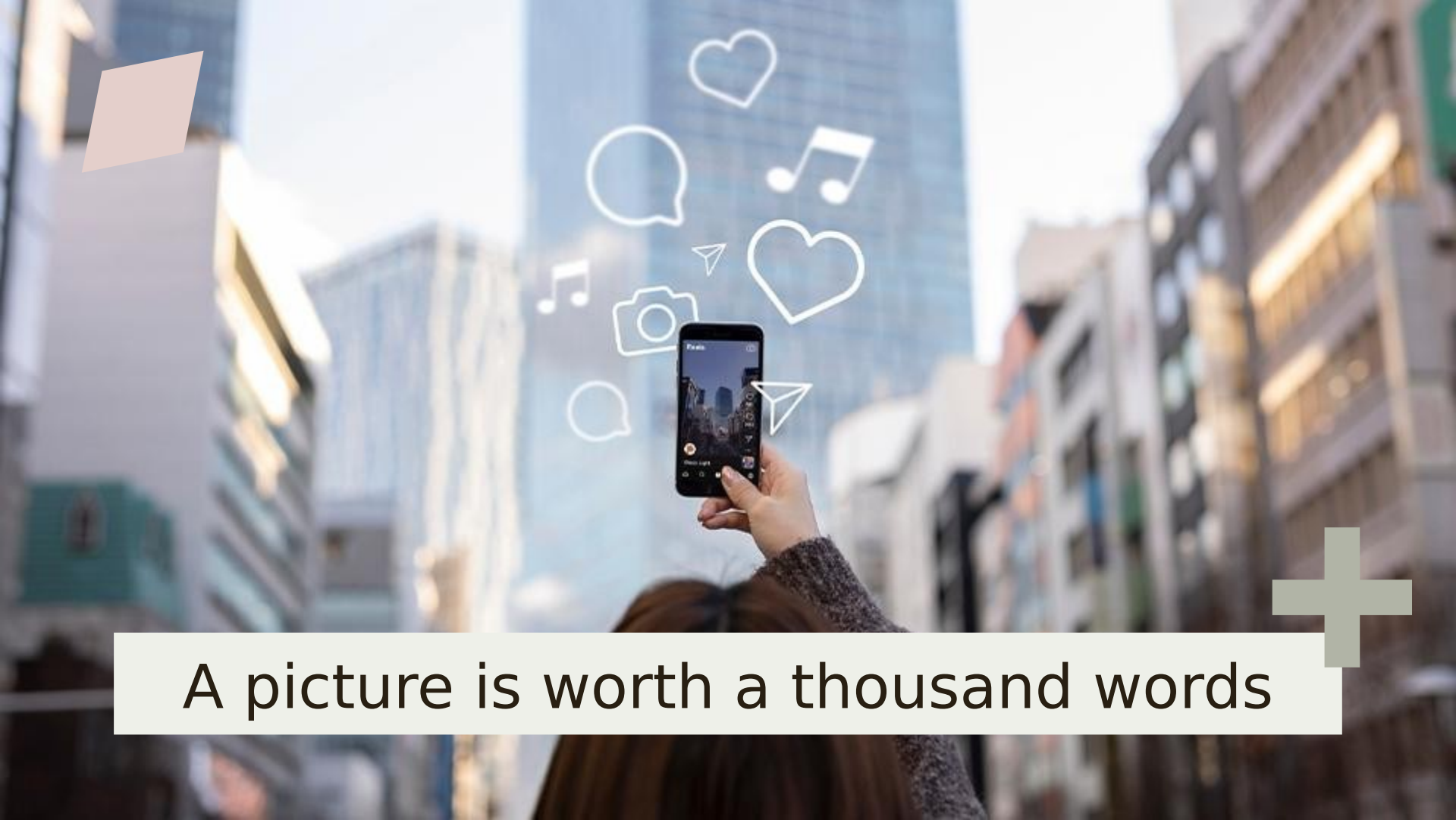
Goals

Short term

- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here

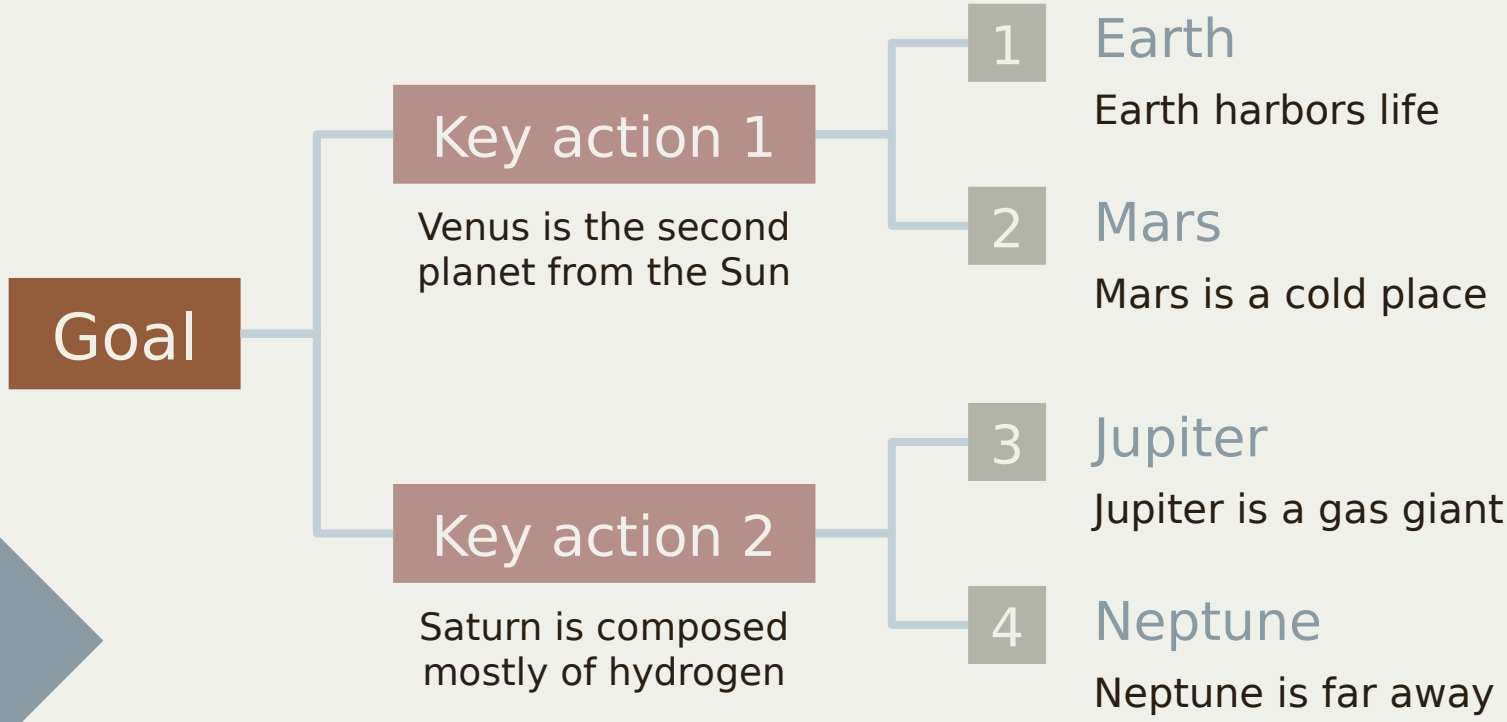
Long term

- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here
- ➔ Write your goal here



A picture is worth a thousand words

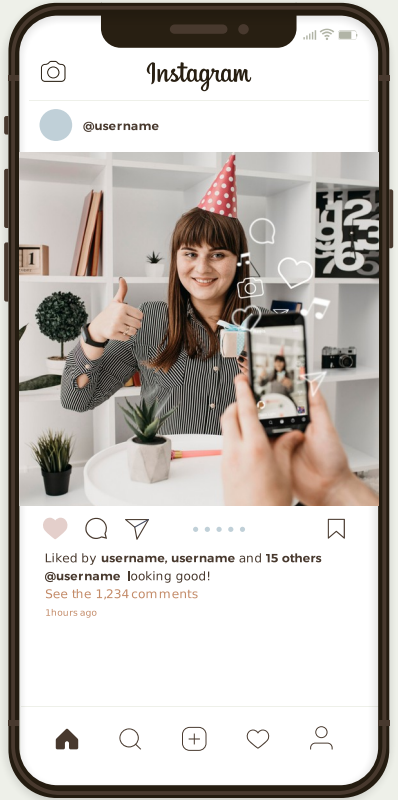
Strategy


Goal
Key action 1
Venus is the second planet from the Sun
Key action 2
Saturn is composed mostly of hydrogen
1
Earth
Earth harbors life
2
Mars
Mars is a cold place
3
Jupiter
Jupiter is a gas giant
4
Neptune
Neptune is far away

02

Market analysis

You can enter a subtitle here if you need it



Key actions items

	First quarter	Second quarter	Third quarter
Key action 1	Describe your items for the quarter here	Describe your items for the quarter here	Describe your items for the quarter here
Key action 2	Describe your items for the quarter here	Describe your items for the quarter here	Describe your items for the quarter here
Key action 3	Describe your items for the quarter here	Describe your items for the quarter here	Describe your items for the quarter here
Key action 4	Describe your items for the quarter here	Describe your items for the quarter here	Describe your items for the quarter here

Timeline

2XXX

Mercury

Mercury is the closest planet to the Sun

2XXX

Venus

Venus has a beautiful name, but it’s hot

2XXX

Mars

Despite being red, Mars is a cold place

Timeline

2XXX

Mercury

Mercury is the closest planet to the Sun

2XXX

Venus

Venus has a beautiful name, but it’s hot

2XXX

Mars

Despite being red, Mars is a cold place

Budget



25%

Despite being red, Mars is a cold place



50%

Venus is the second planet from the Sun



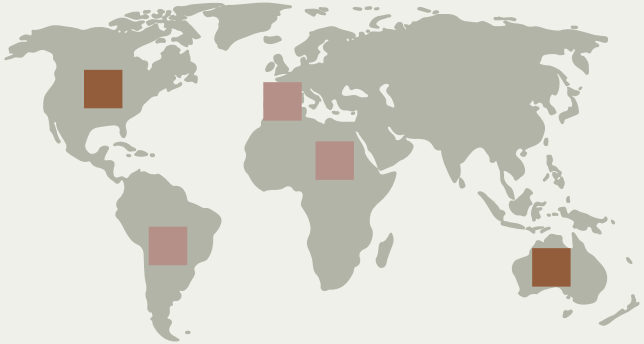
75%

Saturn is a gas giant and has rings

KPI overview

Outreach

Neptune is far away from us



30%

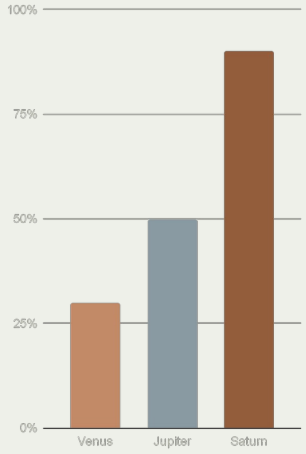
Earth is blue

70%

Mars is cold

Compliance rate

Mercury is the smallest planet



30%

Jupiter is big

50%

Venus is hot

90%

Saturn has rings

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Our team

John Doe

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Sarah James

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A picture always reinforces the concept

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it



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Icon pack



Alternative resources

Photos

- People obsessed with phones sitting together
- Young happy friend lying on floor with social media logos
- Collage of people using reels
- Collage of people using reels II
- Collage of people using reels III
- Collage of people using reels IV
- People connected on social media
- Homepage seen on phone screen

Resources

Photos

- Collage of people using reels
- Collage of people using reels II
- Top view of female blogger streaming at home with laptop and smartphone
- Laptop in front of stressed young man
- Woman in warm clothes using laptop on bed
- Businesswoman sitting on floor with social media icons shrugging

Icons

- Icon Pack: Social Networks | Lineal

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(https://fonts.google.com/specimen/Sora)



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Pana



Amico



Bro



Rafiki



Cuate

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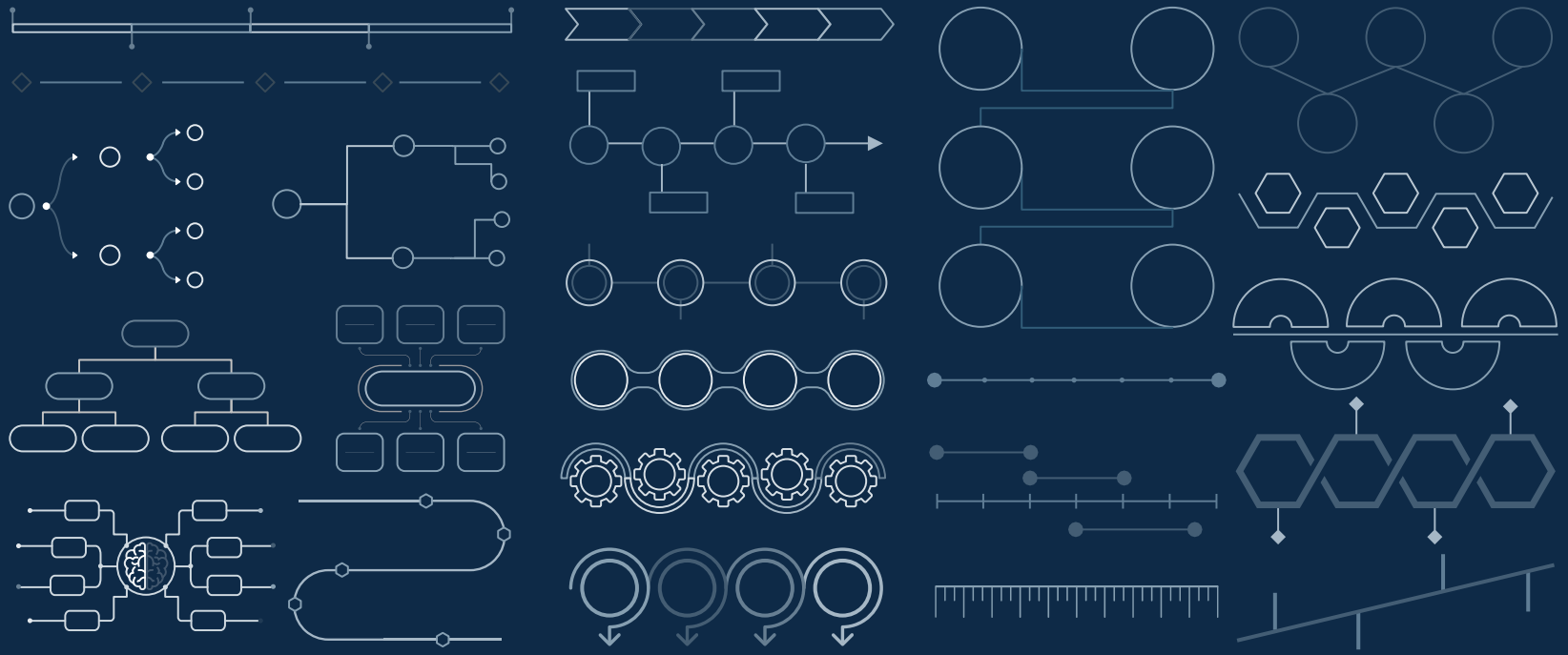
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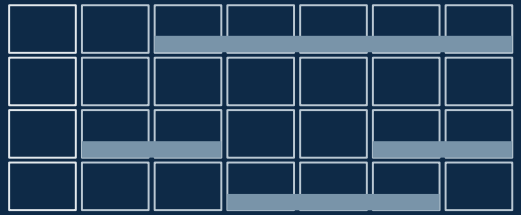


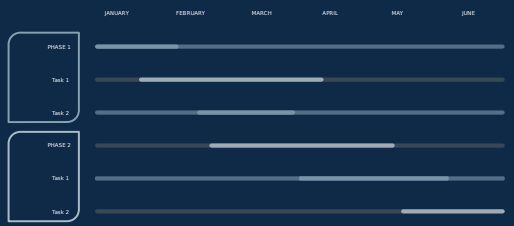


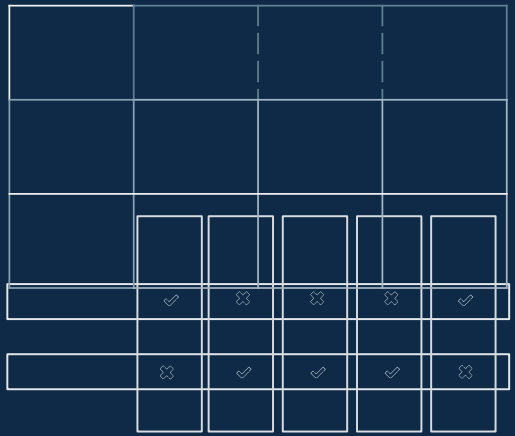




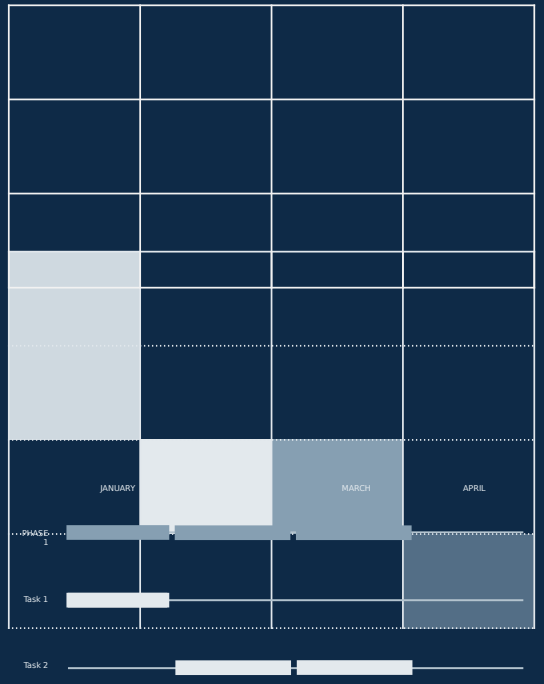



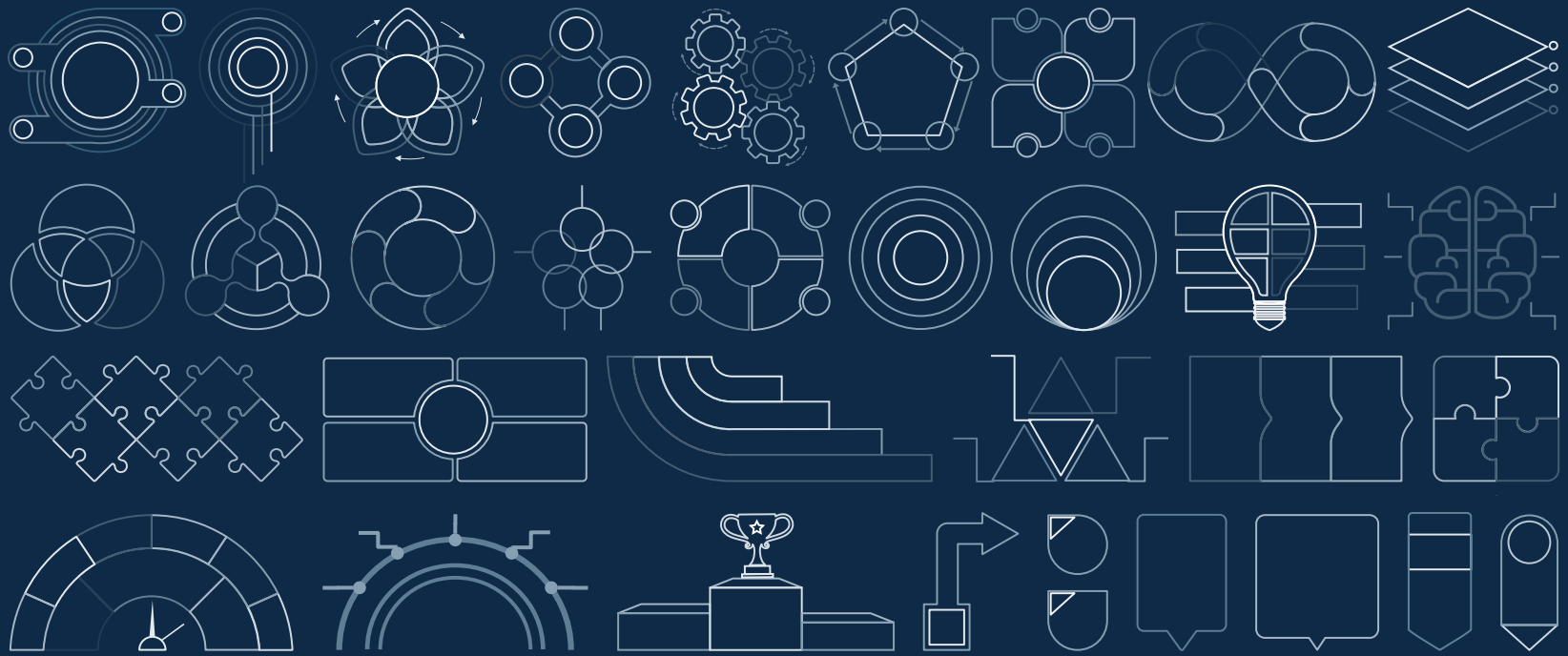


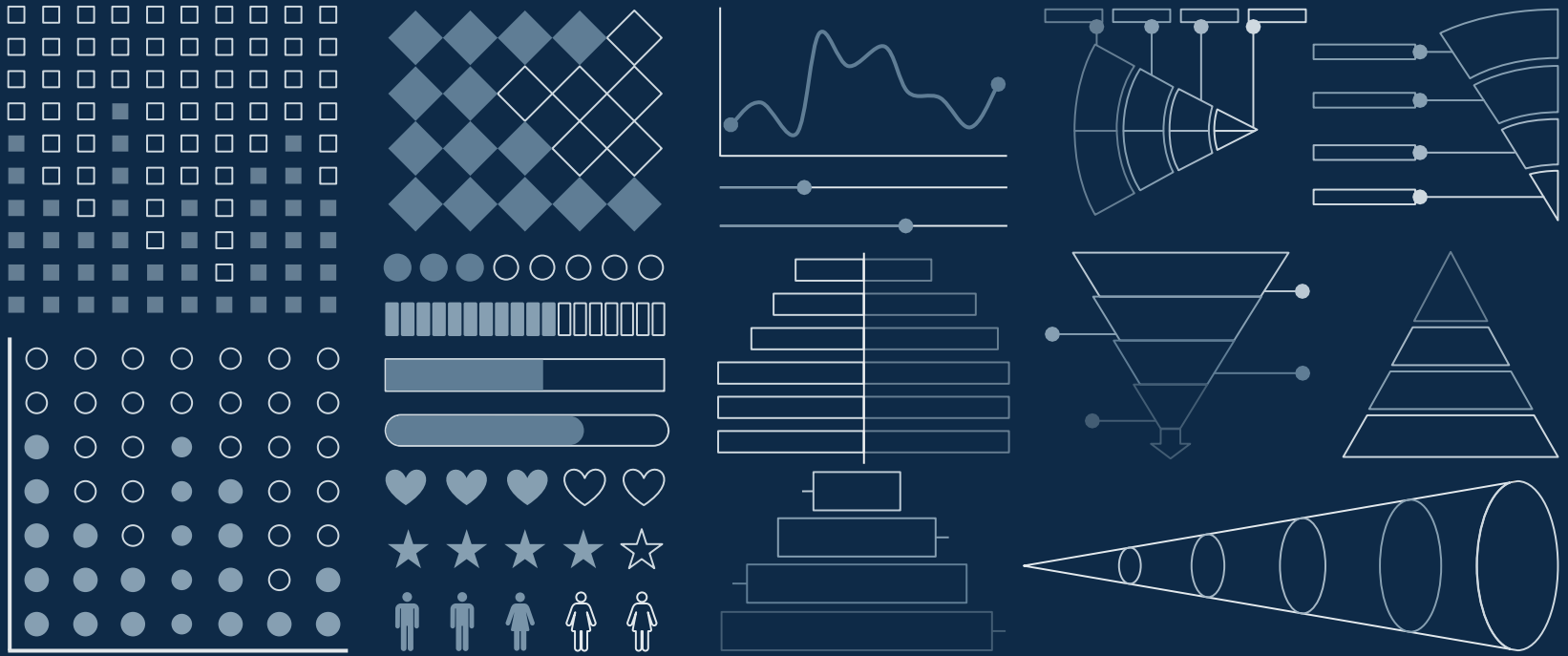

JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
PHASE 1
Task 1
Task 2
PHASE 2
Task 1
Task 2






JANUARY
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Task 2





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Help & Support Icons



Avatar Icons



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Nature Icons



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