



Marketing Support Action Items

Social Media Management

- **Action Item: Develop a Social Media Strategy**
 - **Deliverable: A comprehensive social media strategy document outlining goals, target audience, content themes, and key performance indicators (KPIs).**
- **Action Item: Create and Implement a Content Calendar**
 - **Deliverable: A detailed content calendar with scheduled posts, themes, and publication dates for all social media platforms.**
- **Action Item: Schedule and Publish Social Media Posts**
 - **Deliverable: Timely and consistent posting of content across selected social media channels, using scheduling tools to automate the process.**
- **Action Item: Engage with Followers**
 - **Deliverable: Regular interaction with followers, including responses to comments, direct messages, and engagement in relevant discussions.**
- **Action Item: Track and Analyze Social Media Performance**
 - **Deliverable: Monthly performance reports with insights on engagement metrics, reach, and campaign effectiveness, including recommendations for optimization.**

Content Creation

- **Action Item: Develop a Content Strategy**
 - **Deliverable: A strategic plan for content creation, including objectives, target audience, content formats, and distribution channels.**
- **Action Item: Write and Publish SEO-Optimized Blogs**
 - **Deliverable: High-quality, SEO-friendly blog posts tailored to your audience, published on your website or blog platform.**
- **Action Item: Design Custom Graphics**
 - **Deliverable: Professionally designed graphics and visuals for use in social media, blogs, newsletters, and other marketing materials.**
- **Action Item: Create and Distribute Newsletters**
 - **Deliverable: Engaging newsletters with well-written content and eye-catching design, distributed to your subscriber list with tracking of open rates and click-through rates.**
- **Action Item: Develop Promotional Copy**



- **Deliverable:** Persuasive and effective copywriting for advertisements, landing pages, and promotional materials to enhance brand messaging.

Market Research

- **Action Item: Design and Conduct Surveys**
 - **Deliverable:** Customized surveys designed to gather valuable insights from your target audience, including survey questions and distribution plan.
- **Action Item: Analyze Market Trends**
 - **Deliverable:** Comprehensive reports on current market trends, including data analysis and interpretation to identify opportunities and threats.
- **Action Item: Perform Competitor Analysis**
 - **Deliverable:** Detailed competitor analysis reports covering competitor strategies, strengths, weaknesses, and market positioning.
- **Action Item: Report Customer Insights**
 - **Deliverable:** In-depth reports summarizing customer preferences, behaviors, and feedback, providing actionable insights for marketing strategies.
- **Action Item: Prepare Industry Research Reports**
 - **Deliverable:** Research reports on industry developments, emerging trends, and market dynamics to keep you informed and competitive.

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