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Table of Contents What is a Social Media Plan? What to Include in a Social Media Plan? How to Create a Successful Social Media Plan? A social media plan is a document that defines the goals, strategies and action items for your social media marketing efforts. It provides a framework for making decisions about how and when to use each network, which can be helpful if you're just starting with social media or your company wants to revamp its strategy. Social media plans help businesses understand what they're trying to achieve with their online presence, how they will do it and how they will measure their success. Without one, businesses can easily make mistakes that cost them time or money while not having enough information about their audience or potential customers. Simply put, a good social media plan helps companies set goals, identify audiences, create content to improve their social media presence. Before we dive into the specifics, it's important to remember that a social media plan is just that: a plan. It doesn't have to be set in stone; rather, it should be a flexible document outlining your business's social media strategy. The plan should include the following: Executive Summary The executive summary is a short overview of your plan and should be one-page maximum. It should include the following: Brief description of your business and its social media goals Timeline for implementation (if applicable) Detailed information on what you plan to do with each platform Customize this template and make it your own! Edit and Download Current Social Media Presence Before you create or update your social media plan, it's important to identify the current state of your business's social media presence. Do a social media audit and include the following: A list of all the platforms you're currently using and their purposes The number of followers/following for each platform (if applicable) An evaluation of whether or not your current strategy is working and what could be improved in the future Customize this template and make it your own! Strategy A list of any gaps in the market that you can take advantage of and any opportunities to collaborate with other companies within your industry Target Audience Include your target audience, how they use social media and each platform's demographics. Additionally, you can consider the following: A list of your audience's interests, age range and location An analysis of how these factors affect their behavior on each platform Examples of content that resonates with them and why this is so Customize this template and make it your own! Edit and Download Goals and Objectives Your social media plan heavily relies on your social media goals and objectives. Consider the following to ensure a flawless social media plan: A list of goals for each platform, including specific metrics that will be used to measure success How these goals will help you achieve your business objectives and why they are essential The level of effort required to achieve these goals (both in terms of time, money and other resources) A list of resources available to assist with this process and any other factors that may impact it Customize this template and make it your own! Edit and Download Social Media Tactics Once you have established your goals and objectives, it is time to create a list of social media tactics to help you achieve them. These should include the following: How often will each platform be updated (and by whom)? Which content types are appropriate for each platform? The tone, style and voice of the content. Customize this template and make it your own! Edit and Download Now that you've decided to craft a social media plan for your company, the next step is creating the actual plan. While there are no hard and fast rules when it comes to creating your strategy, there are some best practices that you can follow. Follow these simple yet effective steps to create a social media plan for your business. 1. Do a Social Media Audit The first step in creating a social media plan is to do a social media audit of your existing channels. This will give you an idea about what's working, what isn't and what you need to improve. Consider the following: Which platforms are you currently using? Which platforms are your target audience using? What are your demographics: who's following them, where they're located, etc. 2. Know Your Target Audience You should know your target audience. If you don't, how can you expect to connect with them on social media? Several things need to be considered when deciding who your audience is: Demographics: Age, gender, race, marital status and income are all critical in determining the makeup of an audience. Psychographics: In addition to demographics, psychographics can help define an audience by focusing on interests and opinions rather than other factors such as age or gender. For example, a person may have specific political views that distinguish him from most other people his age (or vice versa). Interests: Knowing what types of content interest your target audience allows you to create more appealing posts — it's easy to share something if it resonates with them! According to a survey by ITSMA, 90% of companies that use buyer personas understand their customers better than their competitors. Therefore, it would be better to create a buyer persona to make this process easier. Here are 20 customer persona templates from Visme that you can customize to create your own. Watch this video below to learn more about creating a persona. 3. Set S.M.A.R.T. Goals Setting SMART goals (specific, measurable, achievable, relevant, and time-bound) is the most efficient way to reach your goals. For example: "I will increase Instagram followers by 100 within 30 days." This goal is specific because it names an exact number (100) and a timeframe (30 days). It's measurable because it assigns a metric (the number of followers) and benchmarks for improvement (increased by 100). It's achievable because your company already has followers and increasing their numbers by 100 seems like an attainable goal for someone with your level of expertise. And finally, it's time-bound, if you don't hit that target by the next 30 days, then we're going home! Read this article about creating S.M.A.R.T. goals and using the S.M.A.R.T. goal template below to create goals and never fail to achieve them! 4. Create Content Your social media plan should include a content strategy. Content is the lifeblood of your social media plan. It's the content that attracts and engages your audience. In the world of social media, there is a lot of noise. The average person is exposed to more than 4,000 ads each day on social media. For your brand to stand out in that crowd, you must ensure your social media content is on point. Transform your visual content with Visme's easy-to-use content creation platform! Produce beautiful, engaging marketing content quickly even without an extensive design skillset! Inspire your sales team to create their own content with branded templates for easy customization! Sign up. It's free. Here are some types of content that you can create for your social media: Videos Videos are a great way to engage your audience on social media. A study by HubSpot shows that 54% of consumers want to see more videos from a brand they follow on social media. They're fun, visual, and easy to share—which is why they're such a popular choice for consumers and online marketers. You can make videos in a variety of ways: Micro Videos: Micro videos are short, snappy videos that are usually no longer than 30 seconds. These videos are ideal for social media because they can be shared easily and quickly. If you want to create micro videos, Visme can help you create explainer videos, product videos, promo videos, YouTube video ads and many others. Check out Visme's broad collection of video templates and edit them using the free online video maker to fit your needs. YouTube Shorts: Similar to micro videos, shorts have more room to tell a story or explain something complex. They can also be longer than 30 seconds—but they should still be short enough that people won't get bored watching them! Here is an example of a YouTube short from Visme that explains top design tips to improve your social media graphics. TikTok: This platform lets you create and share short video clips in real-time with friends like Snapchat did before it was sold to Facebook. The app is viral among teens and young adults. With over 2 billion active users, YouTube is the most popular video-sharing platform worldwide. YouTube lets you upload video content, including product reviews, tutorials on how to use specific products/services offered by your business, customer interviews, behind-the-scenes footage from events hosted by your team members/employees, and many others. Watch this video to learn more about creating social media videos. Infographics Infographics can be a fantastic way to combine text and images to convey your message. They're easily shareable and engaging and help people understand complex concepts in an easily digestible way. An infographic could be the perfect solution if you have a difficult concept to explain to your audience. Visme offers thousands of infographic templates in various categories such as statistical, informational, comparison and more that you can use. Choose your favorite infographic template from the vast library and customize it using Visme's free online infographic maker to share with your audience. Here is how you can create an infographic in minutes using Visme. Images Images are what people see first before they read your content. So use engaging and eye-catching images that relate to your content. A picture of a popular travel destination would be relevant and exciting if you're posting about how to save money while traveling. Visme has a rich library of social media graphics to level up your social media strategy. Simply click your preferred template, tweak a few elements and boom your graphics are ready to go live. The best part? With just a few clicks, you can publish your travel content directly to your social media channels from Visme's editor. Create your social media graphic using Visme's templates Read our detailed guide about the 10 types of social media content you can use to improve your social media game. Watch the video below to learn more about it. Visme offers a wide range of social media graphic templates you can easily customize. With these templates, you can create your own Facebook Ads, Facebook Posts, LinkedIn Posts, Twitter Posts, Instagram Posts, YouTube Video Captions, and more. You can also create your own social media content calendar. It keeps all your posts in one place so you don't have to search for them when it's time to post. Also, it lets you see what types of posts are popular with your audience, which helps you create more engaging content for them. But how do you create a social media content calendar? There are many different ways to create a social media content calendar. Some people prefer using spreadsheets or Google Docs, while others like using advanced apps such as Visme's Social Media Scheduler. The key is finding a system that works best for you and then sticking with it! With Visme, you can create your social media content and use the social media scheduler to automate your posts. Here is a detailed guide to creating a social media calendar in Visme. 9. Create an Engagement Strategy You need to start engaging with your audience to build a loyal audience and increase your brand awareness. The key to engaging with your customers on social media is to listen to what they have to say, respond in a timely fashion and be helpful. Here are some tips for creating a social media engagement strategy: Engage with Your Audience in Comments If you have an active community on social media, then you're probably already doing this. But if not, then it's time to get started! Make sure whenever someone posts something on your Facebook page or Twitter feed, they get a response from the company itself. This can be as simple as thanking them for their comment or sharing their story. If one person starts a conversation, others will join in — and soon, you'll have a lively discussion going on about your brand! Provide Excellent Customer Support If people are talking about your brand online, there's no better way to encourage them than by providing customer support through social media channels. Users have a place to ask questions directly about products or services without waiting for an email response from customer service reps. The more you can do to connect with your audience and provide a way for them to get in touch with you, the better. This will keep them engaged with your brand. Respond to Negative Comments If you receive negative comments, don't ignore them. Instead, respond to them in a timely and professional manner. If a particular post receives a lot of negative feedback from followers, you should avoid posting that type of content in the future. Consider changing platforms or deleting one if it isn't performing well for you. With Visme's collaboration features, your team can create and publish content on social media directly from the Visme app. So, collaborate with your team to make changes in your social media plan, adjust the calendar and even work on a design project together. Watch the video below to learn more about this amazing feature. Create Your Next Social Media Plan with Visme Social media is a powerful tool. The key to using it effectively is creating an effective social media plan. You can use this guide as a template to get started on your plan. But remember that there are no hard-and-fast rules when it comes to social media. The best thing you can do is experiment with different formats and see what works best for your brand! Now you know that Visme can be a great help in every step of the process of creating your social media plan. Sign up for Visme's all-in-one design tool and social media scheduler to get started with your social media plan. , the free encyclopedia that anyone can edit. 118,797 active editors 6,994,763 articles in English Habitable zones of TRAPPIST-1 and the Solar System TRAPPIST-1 is a cool red dwarf star with seven known exoplanets. It lies in the constellation Aquarius about 40.66 light-years away from Earth. It has a mass of about 9% of the Sun and is estimated to be 7.6 billion years old, making it older than the Solar System. The discovery of the star was first published in zones of TRAPPIST-1 in 2000. Observations in 2016 from the Transiting Planets and Planetsimals Small Telescope (TRAPPIST) led to the discovery of two orbiting terrestrial planets, and five more were found in 2017. It takes the seven planets between about 1.5 and 19 days to orbit around the star. They are likely tidally locked to TRAPPIST-1, leading to permanent day on one side and night on the other. Their masses are about 1.1, 1.2, 4.2, 5.7, and 9.3 Earth masses. The discovery of the star was first published in zones of TRAPPIST-1 in 2000. Observations in 2016 from the Transiting Planets and Planetsimals Small Telescope (TRAPPIST) led to the discovery of two orbiting terrestrial planets, and five more were found in 2017. It takes the seven planets between about 1.5 and 19 days to orbit around the star. They are likely tidally locked to TRAPPIST-1, leading to permanent day on one side and night on the other. Their masses are about 1.1, 1.2, 4.2, 5.7, and 9.3 Earth masses. The discovery of the star was first published in zones of TRAPPIST-1 in 2000. Observations in 2016 from the Transiting Planets and Planetsimals Small Telescope (TRAPPIST) led to the discovery of two orbiting terrestrial planets, and five more were found in 2017. 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Dracula at The Night Attack. 1464: Edward IV of England secretly marries Elizabeth Woodville. 1465: The 1465 Moroccan revolt ends in the murder of the last Marinid Sultan of Morocco Abd al-Haqq II. 1466: Singhawikramawardhana, succeeds Girishawardhana as ruler of Majapahit.[11] 1467: Uzun Hasan defeats the Black Sheep Turkoman leader Jahān-shāh. 1467–1615: The Sengoku period is one of civil war in Japan. 1469: The marriage of Ferdinand II of Aragon and Isabella I of Castile leads to the unification of Spain.The renaissance king Matthias Corvinus of Hungary. His mercenary standing army (the Black Army) had the strongest military potential of its era. 1469: Matthias Corvinus of Hungary conquers some parts of Bohemia. 1469: Birth of Guru Nanak Dev. Beside followers of Sikhism, Guru Nanak is revered by Hindus and Muslim Sufis across the Indian subcontinent. 1469: Reign of Axayacatl begins in the Aztec capital of Tenochtitlan as the sixth tlatoani and emperor of the Aztec Triple Alliance. 1470: The Moldavian forces under Stephen the Great defeat the Tatars of the Golden Horde at the Battle of Lipnic. 1471: The kingdom of Champa suffers a massive defeat by the Vietnamese king Lê Thánh Tông. 1472: Abu Abd Allah al-Sheikh Muhammad ibn Yahya becomes the first Wattasid Sultan of Morocco. 1474–1477: Burgundy Wars of France, Switzerland, Lorraine and Sigismund II of Habsburg against the Charles the Bold, Duke of Burgundy. 1478: Muscovy conquers Novgorod. 1478: Reign of Singhawikramawardhana ends.[11] 1478: The Great Mosque of Demak is the oldest mosque in Java, built by the Wali Songo during the reign of Sultan Raden Patah. 1479: Battle of Breadfield, Matthias Corvinus of Hungary defeated the Turks. 1479: JagatGuru Vallabbhacharya Ji Mahaprabhu was born[12] The Siege of Rhodes (1480). Ships of the Hospitaliers in the forefront, and Turkish camp in the background. 1480: After the Great standing on the Ugra river, Muscovy gained independence from the Great Horde. 1481: Spanish Inquisition begins in practice with the first auto-da-fé. 1481: Reign of Tizoc begins as the seventh tlatoani of Tenochtitlan and the emperor of the Aztec Triple Alliance. 1482: Portuguese navigator Diogo Cão becomes the first European to enter the Congo. 1483: The Jews are expelled from Andalusia. 1483: Pluto moves inside Neptune's orbit until July 23, 1503, according to modern orbital calculations. 1484: William Caxton, the first printer of books in English, prints his translation of Aesop's Fables in London. 1485: Matthias Corvinus of Hungary captured Vienna, Frederick III, Holy Roman Emperor ran away. 1485: Henry VII defeats Richard III at the Battle of Bosworth and becomes King of England. 1485: Ivan III of Russia conquered Tver. 1485: Saluva Narasimha Deva Raya drives out Praudha Raya ending the Sangama Dynasty. 1486: Sher Shah Suri, is born in Sasaram, Bihar. 1486: Reign of Ahuitzotl begins as the eleventh tlatoani of Tenochtitlan and emperor of the Aztec Triple Alliance. 1487: Hongzhi Emperor ascends the throne, bringing Confucian ideology under his administration. 1488: Portuguese Navigator Bartolomeu Dias sails around the Cape of Good Hope. View of Florence, birthplace of the Renaissance, in a 1493 woodcut from Hartmann Schedel's Nuremberg Chronicle 1492: The death of Sunni Ali Ber left a leadership void in the Songhai Empire, and his son was soon dethroned by Mamadou Toure who ascended the throne in 1493 under the name Askia (meaning "general") Muhammad. Askia Muhammad made Songhai the largest empire in the history of West Africa. The empire went into decline, however, after 1528, when the now-blind Askia Muhammad was dethroned by his son, Askia Musa. 1492: Boabdil's surrender of Granada marks the end of the Spanish Reconquista and Al-Andalus. 1492: Ferdinand and Isabella sign the Alhambra Decree, expelling all Jews from Spain unless they convert to Catholicism; 40,000–200,000 leave. 1492: Christopher Columbus landed in the Americas from Spain. 1493: Christopher Columbus landed on modern-day Puerto Rico. 1493: Leonardo da Vinci creates the first known design for a helicopter. 1494: Spain and Portugal sign the Treaty of Tordesillas and agree to divide the World outside of Europe between themselves. 1494–1559: The Italian Wars lead to the downfall of the Italian city-states. 1495: Manuel I succeeds John II as the king of Portugal (reigns until 1521). 1497–1499: Vasco da Gama's first voyage from Europe to India and back. 1499: Ottoman fleet defeats Venetians at the Battle of Zonchio. 1499: University "Alcalá de Henares" in Madrid, Spain is built. 1499: Michelangelo's Pietà in St. Peter's Basilica is made in Rome 1500: Islam becomes the dominant religion across the Indonesian archipelago.[13] 1500: in an effort to increase his power, Bolikiah founded the city of Selurong—later named Maynila, on the other side of the Pasig River shortly after taking over Tondo from its monarch, Lakan Gambang.[14] 1500: Around late 15th century Bujangga Manik manuscript was composed, tell the story of Jaya Pakuan Bujangga Manik, a Sundanese Hindu hermit journeys throughout Java and Bali.[15] 1500: Charles of Ghent (future Lord of the Netherlands, King of Spain, Archduke of Austria, and Holy Roman Emperor) was born. 1500: Guru Nanak begins the spreading of Sikhism, the fifth-largest religion in the world. 1500: Spanish navigator Vicente Yáñez Pinzón encounters Brazil but is prevented from claiming it by the Treaty of Tordesillas. 1500: Portuguese navigator Pedro Álvares Cabral claims Brazil for Portugal. 1500: The Ottoman fleet of Kemal Reis defeats the Venetians at the Second Battle of Lepanto. The Yongle Emperor (1360–1424) raised the Ming Empire to its highest power. Launched campaigns against the Mongols and reestablished Chinese rule in Vietnam 1500: Ulugh Beg (1394–1449), Timurid sultan who oversaw the cultural peak of the Timurid Renaissance Johannes Gutenberg (1400–1468), German inventor who introduced printing to Europe with his mechanical movable-type printing press Skanderbeg (1405–1468), who led the Albanian resistance against the Ottoman Empire Ivan III of Russia (1440–1505), Grand Prince of Moscow who ended the dominance of the Tatars in the lands of the Rus King Henry VII (1457–1509), the founder of the royal house of Tudor See also: Science and inventions of Leonardo da VinciSee also: Timeline of historic inventions § 15th century Renaissance affects philosophy, science and art. Rise of Modern English language from Middle English. Introduction of the noon bell in the Catholic world. Public banks. Yongle Encyclopedia—over 22,000 volumes. Hangul alphabet in Korea. Scotch whisky. Psychiatric hospitals[clarification needed]. Development of the woodcut for printing between 1400–1450. Movable type first used by King Taejong of Joseon—1403. (Movable type, which allowed individual characters to be arranged to form words, was invented in China by Bi Sheng between 1041 and 1048.) Although pioneered earlier in Korea and by the Chinese official Wang Zhen (with tin), bronze metal movable type printing is created in China by Hua Sui in 1490. Johannes Gutenberg advances the printing press in Europe (c. 1455) Linear perspective drawing perfected by Filippo Brunelleschi 1410–1415 Invention of the harpsichord c. 1450 Arrival of Christopher Columbus to the Americas in 1492. ^ Crowley, Roger (2006). Constantinople: The Last Great Siege, 1453. Faber. ISBN 0-571-22185-8. (reviewed by Foster, Charles (22 September 2006). "The Conquestof Constantinople and the end of empire". Contemporary Review. Archived from the original on 22 August 2009. It is the end of the Middle Ages) ^ Encyclopædia Britannica, Renaissance, 2008, O.Ed. ^ McLuhan 1962; Eisenstein 1980; Febvre & Martin 1997; Man 2002 ^ Harvey 2005, p. 14. ^ Nanda, J. N (2005). Bengal: the unique state. Concept Publishing Company, p. 10, 2005. ISBN 978-81-8069-149-2. Bengal [ . . ] was rich in the production and export of grain, salt, fruit, liquors and wines, precious metals and ornaments besides the output of its handlooms in silk and cotton. Europe referred to Bengal as the richest country to trade with. ^ Winstedt, R. O. (1948). "The Malay Founder of Medieval Malacca". Bulletin of the School of Oriental and African Studies, University of London. 12 (3/4). Cambridge University Press on behalf of School of Oriental and African Studies: 726–729. doi:10.1017/S0041977X0083312. JSTOR 608731. ^ "An introduction to the Ming dynasty (1368–1644)". Khan Academy. Asian Art Museum. Retrieved 29 September 2018. ^ Modern interpretation of the place names recorded by Chinese chronicles can be found e.g. in Some Southeast Asian Polities Mentioned in the MSL Archived 12 July 2012 at the Wayback Machine by Geoffrey Wade ^ "Thousands in China are descendants of an ancient Filipino king. Here's how it happened". Filipinknow. 24 March 2017. ^ "New Sulu King research book by Chinese author debuts in Philippines". Xinhuanet. Archived from the original on 16 August 2021. ^ a b c d e f g Ricklefs (1991), page 18. ^ "Shri Mahaprabhuji Shri Vallabbhacharyaji Biography | Pushti Sanskar". pushtisanskar.org. Retrieved 2 June 2023. ^ Leinbach, Thomas R. (20 February 2019). "Religions". Encyclopædia Britannica. Retrieved 23 February 2019. ^ Carating, Rodelio B.; Galanta, Raymundo G.; Bacatio, Clarita D. (23 April 2014). The Soils of the Philippines. Springer Science & Business, p. 31. ISBN 978-94-017-8682-9. ^ Noorduyrn, J. (2006). Three Old Sundanese poems. KITLV Press, p. 437. Langer, William. An Encyclopedia of World History (5th ed., rev. 1973); highly detailed outline of events online free Febvre, Lucien; Martin, Henri-Jean (1957). The Coming of the Book: The Impact of Printing 1450-1800. London: Verso. ISBN 1-85984-108-2 Eisenstein, Elizabeth L. (1980). The Printing Press as an Agent of Change, Cambridge University Press. ISBN 0-521-29955-1 Tolley, Thomas (2001). "Eyck, Barthélemy d". In Hugh Brigstocke (ed.). The Oxford Companion to Western Art. Oxford: Oxford University Press. ISBN 0-19-866203-3. Harvey, L. P. (16 May 2005). Muslims in Spain, 1500 to 1614. Chicago: University of Chicago Press. ISBN 978-0-226-31963-6. Man, John (2002). The Gutenberg Revolution: The Story of a Genius and an Invention that Changed the World. London: Headline Review, ISBN 978-0-7472-4504-9 McLuhan, Marshall (1962). The Gutenberg Galaxy: The Making of Typographic Man (1st ed.). University of Toronto Press, ISBN 978-0-8020-6041-9 {{citation}}. ISBN / Date incompatibility (help) Retrieved from " 4 The following pages link to 15th century External tools (link count transclusion count sorted list) - See help page for transcluding these entries Showing 50 items. View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Caribbean Sea (links | edit) List of decades, centuries, and millennia (links | edit) Levant (links | edit) Romania (links | edit) House of Romanov (links | edit) Sarajevo (links | edit) Snare drum (links | edit) Suffolk (links | edit) Shooting sports (links | edit) Sikhs (links | edit) Treaty of Verdun (links | edit) 20th century (links | edit) 16th century (links | edit) 17th century (links | edit) 18th century (links | edit) 1492 (links | edit) 14th century (links | edit) 1st century (links | edit) 13th century (links | edit) 4th century (links | edit) 12th century (links | edit) 11th century (links | edit) 1564 (links | edit) 1572 (links | edit) 1490s (links | edit) 1597 (links | edit) 7th century (links | edit) 10th century (links | edit) 9th century (links | edit) 8th century (links | edit) 6th century (links | edit) 5th century (links | edit) 3rd century (links | edit) 2nd century (links | edit) 1573 (links | edit) 1570s (links | edit) 1574 (links | edit) 1436 (links | edit) 1476 (links | edit) 1542 (links | edit) 1540s (links | edit) 4th century BC (links | edit) 1st century BC (links | edit) 2nd century BC (links | edit) 3rd century BC (links | edit) 5th century BC (links | edit) 6th century BC (links | edit) 1430s (links | edit) 21st century BC (links | edit) 11th century BC (links | edit) View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500) Retrieved from " WhatLinksHere/15th century" Nike, the American athletic footwear and clothing giant, has expanded its range of products beyond sportswear to become a lifestyle brand. Its position as one of the world's most recognizable and influential businesses stems from the iconic swoosh logo and the 'Just Do It' motto. Their commercial 'You Can't Stop Us' earned an Emmy Award. Media planning is essential for branding a brand in an ever-changing industry. Click here to access our customized PPT Templates to help you deal with media-related concerns. Nike, however, came under pressure due to its rival Adidas's push toward interactive media and mobile marketing. The German firm's move proved to be a winner, and delivered on the target of reaching its audience online. Concerned about Adidas' expanding market share, Nike devised a communication strategy (media plan) to outperform its German competitor. The media plan amplified its brand voice across platforms, including Facebook, Instagram, Twitter, YouTube, Pinterest, TikTok, and LinkedIn. Nike now handles over 300 social media profiles with engaging content that appeals to its followers' interests. Media Plan: The instrument for maximizing your marketing spend A media plan details the complexities of providing content to a specific audience via media outlets. It outlines the target markets for a marketing message, the distribution channels, and the delivery schedule. These strategies can help you save time, enhance conversions, and raise engagement in the digital age. Nike's fast growth and valued connections with consumers, both locally and worldwide, are prime examples of this. Explore our well-crafted Digital Media Plan PPT templates to help your company move closer to long-term success, tap into untapped prospects, and open doors to extraordinary growth in the digital arena. This blog will help you evaluate the many media possibilities and develop campaigns to support your business or brand. It will assist you in creating and distributing media material to your target markets. Use SlideTeam's 'Top 7 Media Plan Templates' to plan, organize, disseminate, and analyze large volume of media information to stand out. These templates increase your brand's visibility, engagement, conversions, and revenue. The 100% customizable nature of the templates allows you to edit your presentations. The content-ready slides give you the much-needed structure. Use SlideTeam's high-quality PowerPoint Templates to assess the best messaging and media mix for reaching consumers positively and effectively. Employ these templates to acquire a selection of budget-friendly advertising chances, target a specific group, and fit into your company's marketing strategy. Template 1: Media Plan PPT Want to distinguish your media strategy from the crowd? Use this PPT Template to provide a social media planning framework to discover the best way to communicate a message. This is vital for increasing your audience's across social media engagement across platforms. This complete deck includes a digital and traditional media plan, a four-step media planning methodology, a paid and earned media plan, and tools and techniques to help you contact potential customers on the right channel with the right message at the right time. Use this presentation template to track the performance of each technique and its impact on the company's bottom line. Get it now! Download this template Template 2: Media planning PowerPoint Template The influence of social media engagement on businesses ranges from brand awareness to lead generation. Use this PPT Template to create a meaningful digital media plan to achieve your brand's objectives. This media plan assists you in connecting with customers to strengthen your brand. This complete deck demonstrates media types, media mix categories, most effective promotion channels, media platforms, etc. Use this presentation template to evaluate the best combination of messaging and media mix to reach consumers positively and objectively. Grab it now! Download this template Template 3: Digital Media Planning Briefing and Planning Process An efficient digital media strategy fulfills your social media objectives while maximizing the Return on Investment (RoI). Use this PPT Template to construct a media plan to monitor, track, and analyze campaign performance. This media strategy gives your team a hands-on approach to identifying possibilities to optimize performance in real-time. It covers steps in the media planning process and the Dos and Don'ts of media planning. It aids you in visualizing your social media objectives, media KPIs, communication objectives, campaign performance, marketing plan, media budget, etc. Use this PowerPoint Presentation to increase traffic, create leads, and increase your media investment ROI. Save it now! Download this template Template 4: Social Media Strategy Plan Use this PPT Template to optimize your digital media plan to enhance brand awareness and social media engagement for your target audience/s across social media platforms. This will make integrating your social media objectives into your company's marketing plan easy. This complete deck covers business implications of a good social media strategy plan, social media platforms, primary goals, objectives, metrics, etc. Use this presentation template to manage your community and promote your brand through social media. Download now! Download this template Template 5: Media Planning with Objectives, Deliverables, and Target Funnel Use this PowerPoint Template to assess your approach to social media planning. This slide displays the media strategy for pitching and positioning the product to the target audience. It has a funnel with critical features, including target audience, budget, campaign objectives, deliverables, and stages like awareness, consideration, conversion, and retention. This will aid in optimizing campaigns and messages, and streamlining the campaign evaluation process. With this download, you can demonstrate how your digital marketing strategy and objectives benefit your business goals. Get it now! Download this template Template 6: Weekly Paid Social Media Marketing Plan Use this PPT Template to create your company's comprehensive paid social media marketing strategy. This digital media plan is an excellent tool for promoting a company's brand or generating leads. The template includes information about social media networks such as Facebook, Instagram, Twitter, and YouTube, as well as their costs and benefits. This helps you in creating sponsored posts, search or display advertisements, static, video, or interactive social media ads, all with a paid budget to maximize outcomes from social media advertising. Get it now! Download this template Template 7: Multi-Step Social Media Marketing Action Plan Use this PPT Template to construct a multi-step social media advertising plan to market or advertise your company, its goods, or services. This media strategy will allow marketers, managers, and business owners to elevate their digital and social media planning through data and best practices. This slide discusses crucial activities such as social media objectives, research, establishing buyer personas, creating a content calendar, and analyzing performance. Use this presentation template to grow your brand and promote it on social media in a more organized and focused manner. Get it now! Download this template \*\*\*\*\* Maximize the reach of your marketing campaign and its effectiveness A media plan promotes uniformity in a company's messaging to guarantee that advertisements are set up correctly for the target audience. Use SlideTeam's PPT Templates to bring your multi-media communication strategy to life. PS Ready to rule the social media segment? Check out SlideTeam's top Social Media Plans PPT Templates to help you transform your digital marketing strategy. FAQs ON MEDIA PLAN What are the forms of media? Paid media encompasses media outlets that are paid to access. Examples include social media posts, radio and TV advertising, and print ads in local newspapers. Owned media comprises outlets that a corporation or media planner controls directly. Examples include a company website, personal blogs, newsletters, catalogs, and other media channels. Earned media is the form of word-of-mouth since customers are eager to recommend your brand, as they believe in your services and goods. What is the primary purpose of a media plan? A media plan encompasses communication operations a company intends to carry out over a specific period, employing any media. Its purpose is to identify the most cost-effective and efficient media channels for a specific marketing campaign to maximize the reach and effectiveness of the campaign. What are the essential components of a media plan? Audience Marketing budget Conversion objectives Key Performance Indicators (KPIs) Message frequency Message reach