

District32- Leveraging Social Media



1. Determine your target customers.

- What problems do you solve for them?
- Which platforms do they hang out on?



2. Build your brand story.

- Build a short, engaging story about your brand and how you help your customers.



3. Research potential collaborations.

- Find out 5 influencers/ collaborators who you can engage with in your field.



4. Define your content buckets

- What kind of content does your ideal customer react to? How many times will you post a week?



5. Measure your progress

- What are the different KPIs that you would be tracking for all your posts?
