

SOCIAL

PLANNER

BUSINESS NAME

My Accounts

Competitor Analysis

Monthly Calendar

Keyword list

Hashtag List

Content Ideas

Goals

SOCIAL

ACCOUNTS

PLATFORM:	USERNAME:
	PASSWORD:
WEBSITE:	
BIO:	
NOTES:	

PLATFORM:	USERNAME:
	PASSWORD:
WEBSITE:	
BIO:	
NOTES:	

PLATFORM:	USERNAME:
	PASSWORD:
WEBSITE:	
BIO:	
NOTES:	

COMPETITOR

ANALYSIS

What sets you from your competitors?

	My Business	Competitor #1	Competitor #2
What makes them unique?			
Strengths			
Weaknesses			
What is the marketing strategy?			
Quality VS Quantity Pricing differences?			
Online or Store?			
Culture Differences?			
Social Platforms			

BUSINESS

GOALS

WEEKLY GOALS:

HOW AM I GOING TO ACHIEVE THEM?

MONTHLY GOALS:

HOW AM I GOING TO ACHIEVE THEM?

YEARLY GOALS:

HOW AM I GOING TO ACHIEVE THEM?