MASTER SOCIAL MEDIA ROADMAP

Annual Content Strategy Overview (Demo Example)

🟢 Q1: BUILD AUTHORITY & AWARENESS

Positioning + Audience Growth

Post Cover

Strategic Focus

- Establish expertise
- Grow audience
- Capture leads

Content Mix

- 🟢 40% Educational
- 🟢 30% Community
- 🟢 20% Soft Promotion
- 🟢 10% Brand Personality

Monthly Themes

Month	Theme
January	Fresh Starts & Goal Setting
February	Overcoming Obstacles
March	Building Momentum

Core Campaign

→ Free Guide Download
→ Email List Growth Funnel

Shield Bar MARKETING
Create + Optimize + Accelerate

(Demo Example ONLY - Not Actual Work)

🔵 Q2: ENGAGEMENT & COMMUNITY

Deepening Trust
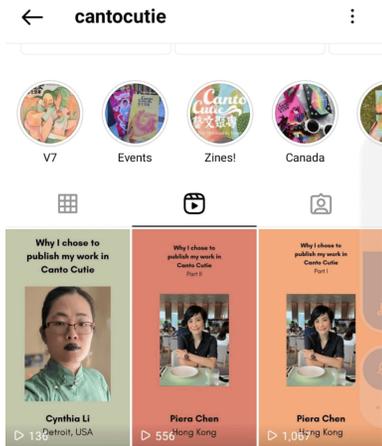
Strategic Focus
- Strengthen relationships
- Increase engagement rate
- Showcase results

Content Emphasis
🔵 Case Studies
🔵 Founder Stories
🔵 Interactive Lives
🔵 UGC Highlights

Core Campaign
→ 5-Day Challenge
→ Giveaway Collaboration
→ Branded Hashtag Push

Shield Bar
MARKETING
Create + Optimize + Accelerate

🟣 Q3: THOUGHT LEADERSHIP & SCALE
Authority Expansion + Pre-Launch

Strategic Focus
- Industry positioning
- Advanced insights
- Build anticipation

Content Types
🟣 Myth-Busting Reels
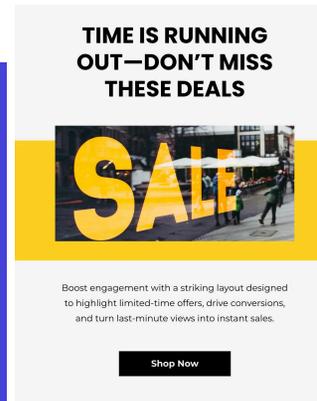🟣 Data-Driven Posts
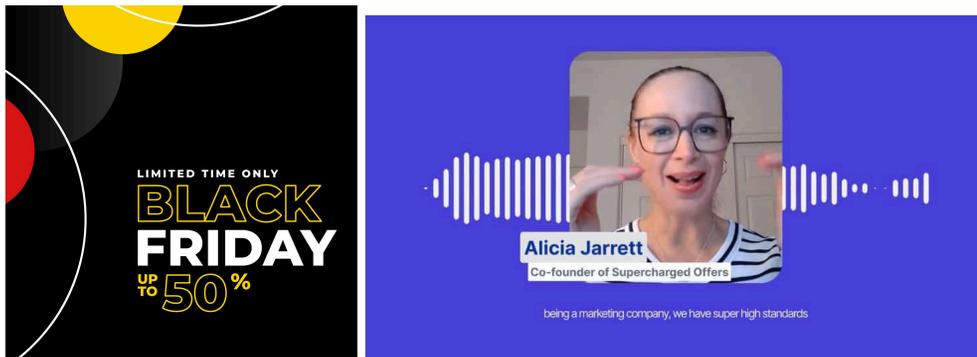🟣 Long-Form LinkedIn Articles
🟣 Launch Teasers

Core Campaign
→ Webinar Funnel
→ Waitlist Build
→ Guest Collaborations

(Demo Example ONLY - Not Actual Work)

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MARKETING
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🔴 Q4: CONVERSION & REVENUE PUSH
Monetization + Urgency

LIMITED TIME ONLY
BLACK FRIDAY UP TO 50%

Alicia Jarrett
Co-founder of Supercharged Offers

being a marketing company, we have super high standards

TIME IS RUNNING OUT—DON'T MISS THESE DEALS

SALE

Boost engagement with a striking layout designed to highlight limited-time offers, drive conversions, and turn last-minute views into instant sales.

Shop Now

Strategic Focus
- Objection Handling
- Offer Breakdown
- Urgency & Scarcity

Content Emphasis
🔴 Social Proof
🔴 FAQs
🔴 Offer Explainers
🔴 Countdown Posts

Core Campaign
→ Major Sale / Launch
→ Bundle Offers
→ Retargeting Ads

Shield Bar MARKETING
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(Demo Example ONLY - Not Actual Work)

📅 Weekly Structure

Monday: Authority / Education
Tuesday: Community Engagement
Wednesday: Value Deep-Dive
Thursday: Behind-the-Scenes or Live
Friday: Soft CTA or Testimonial
Repeat weekly with rotating themes.

📈 KPI FOCUS BY QUARTER

Q1 Audience Growth + Email Opt-ins
Q2 Engagement Rate + Community Activity
Q3 Webinar / Waitlist Signups
Q4 Conversions + Revenue

Shield Bar
MARKETING
Create + Optimize + Accelerate