

Determining Strategies	279
Identifying the Target Market	280
Selecting Platforms	281
Implementing	281
Monitoring	291
Tuning	294
Budgeting	294
Calculating Return on Investment	298
Getting C-Suite Buy-In	299
Notes	299

Appendix | XYZ Coffee Company Social Media Marketing Plan 303

Executive Summary	305
Brief Overview	306
Social Media Presence	306
Competitive Analysis	307
Goals	309
Strategies	310
Target Market	310
Platforms	311
Implementation	311
Monitoring	314
Tuning	317
Budget	317
Return on Investment	317
Notes	318

Index	319
-------	-----