



The Business Growth Association  
Of America

## COURSE 9

# Social Media Strategy for Small Businesses

A simple, sustainable plan that attracts the right customers,  
in about 3-4 hours a week, without chasing trends.

**\$1,000 - \$5,000**

estimated yearly savings  
by doing it yourself

**5% - 30%**

potential  
sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

# Course Overview

**THE PROMISE** Build a simple, sustainable social media plan that attracts the right customers, builds trust, and generates leads, in about 3-4 hours a week, without chasing trends or posting on every platform.

## Core Idea

Most small businesses fail at social media because they post randomly, with no goal. A strategy answers four questions:

### AUDIENCE

**Who are we talking to?**

### PLATFORMS

**Where are they?**

### MESSAGE

**What do we say?**

### ACTION

**What should they do next?**

Everything else is routine.

## How This Connects to Earlier Courses

It uses your Brand Kit and templates (Course 4), feeds your online presence (Course 5), and benefits from AI-assisted drafting (Course 8).

## Format for Every Step

- 30-60 minutes per week, simple tools only (Canva, a free scheduler, Google Sheets)
- Each step ends with a clear **"done when"** checkpoint

## Roadmap

| Phase                    | Timeline    | Goal                                                              | Output                             |
|--------------------------|-------------|-------------------------------------------------------------------|------------------------------------|
| 1. Foundation            | Month 1     | Decide your goal, audience, platforms, and message before posting | One-page Social Media Strategy     |
| 2. Execution             | Months 2-3  | Build a repeatable content routine and start engaging             | Running calendar and posting habit |
| 3. Grow and Convert      | Months 4-6  | Turn attention into leads and sales, and learn what works         | Scorecard showing growth and leads |
| 4. Scale and Systematize | Months 7-12 | Run social on a routine with team support and protection          | Annual Plan + Playbook             |

# Why Run It Yourself?

*Agencies and social media managers often charge monthly fees to plan, post, and report. This plan puts those tasks in your hands in about 3-4 hours a week.*

**\$1,000 - \$5,000**

Estimated yearly savings when you run your social media yourself instead of sourcing it out

**5% - 30%**

Potential sales growth from consistent posting, real engagement, and clear calls-to-action

## Where the Savings Come From

- **No monthly retainer.** Strategy, calendar, scheduling, and engagement are handled in-house with simple tools: Canva, a free scheduler, and Google Sheets.
- **Batching and AI drafting save time.** One 90-minute session produces a week or month of content, with AI helping draft captions and ideas (reviewed before posting).
- **One or two platforms, not all.** Focusing where your customers actually are avoids spending time and money on channels that don't reach them.
- **Small, measured ad tests.** Starting with a \$5-\$10 per day equivalent budget and tracking cost per lead avoids big, unproven spend.
- **Delegate selectively.** A Social Media Playbook lets you hand specific tasks to a team member or freelancer instead of outsourcing everything.

## Where the Sales Growth Comes From

- **A clear goal, audience, and call-to-action** on every post turn attention into leads.
- **Consistent posting and daily engagement** build trust with the right customers.
- **Lead magnets, a monthly scorecard, and doing more of your top posts** focus effort on what actually brings in leads and sales.

| Track Your Results            | Month 1 baseline | Month 6 | Month 12 |
|-------------------------------|------------------|---------|----------|
| Yearly social media spend     |                  |         |          |
| Posts published per month     |                  |         |          |
| Leads from social per month   |                  |         |          |
| Sales growth vs. baseline (%) |                  |         |          |

*Savings and growth figures are estimates of potential, not guarantees. Actual results vary by business, industry, and how consistently the plan is carried out.*

## Build Your Strategy (Foundation)

***Goal:** Decide your goal, audience, platforms, and message before posting anything.*

### Week 1: Set one clear goal

- Choose a primary goal: get leads, drive store or website visits, build brand awareness, or support existing customers.
- Attach a number and timeframe (e.g. "10 leads per month from social by month 6").

**DONE WHEN** the goal is written on one line.

### Week 2: Know your audience

- Revisit your Ideal Customer Profile. Answer: What do they struggle with? What questions do they ask? Where do they spend time online?
- Quickly check what your competitors and customers are posting.

**DONE WHEN** you have a one-page Audience Snapshot.

### Week 3: Choose 1-2 platforms

- Use the Platform Chooser (what each platform is best for: for example, Facebook for local communities and older audiences, Instagram and TikTok for visual and younger audiences, LinkedIn for B2B, YouTube for how-tos, Google Business Profile for local intent). Platform trends change, so check current audience data before deciding.
- Rule: master one before adding another.

**DONE WHEN** you've chosen 1-2 platforms and can explain why.

### Week 4: Define your content pillars and voice

- Pick 3-4 content pillars (themes you'll post about repeatedly), such as Educate, Show Proof, Behind the Scenes, and Offers. Write 3 words that describe your brand voice.
- Optimize your profiles: clear photo, bio with what you do and who you serve, link, and a call-to-action.

**DONE WHEN** profiles are updated and the pillars are written down.

**DELIVERABLE** A one-page Social Media Strategy (goal, audience, platforms, pillars, voice).

## Create and Publish Consistently

**Goal:** Build a repeatable content routine and start engaging (Execution).

### Month 2: Build your content system

- Create a content calendar (Google Sheet template) with a realistic frequency (e.g. 3 posts per week).
- Learn post formats: single image, carousel, short video, stories, and text posts. Use the Post Formulas: Hook, Value, Call-to-Action.
- Batch-create: one 90-minute session produces a week or month of content. Use AI to draft captions and ideas (review before posting) and Canva templates for visuals.
- Set up a free or low-cost scheduling tool.

### Month 3: Engage, don't just broadcast

- Spend 15 minutes daily on engagement: reply to comments and messages within 24 hours, comment on customers' and local businesses' posts, and join relevant groups or conversations.
- Start collecting and sharing user-generated content (customer photos, reviews, tags), with permission.
- Build a simple response guide for common questions, complaints, and negative comments.

**DONE WHEN** you've published consistently for 4 weeks and responded to every comment and message.

**CHECKPOINT** A running calendar, a posting habit, and your first conversations or leads from social.

## Grow and Convert

**Goal:** Turn attention into leads and sales, and learn what works.

### Month 4: Turn followers into leads

- Add clear calls-to-action (message us, book a call, download a free guide), set up a lead magnet (checklist, guide, or discount), and connect links to a landing page or sign-up form.
- Use link tools and platform features like messaging and shop buttons.

### Month 5: Read your numbers

- Learn the core metrics: reach, engagement, clicks, leads, and sales, and ignore vanity numbers like likes alone.
- Build a monthly scorecard and identify your top 5 posts and worst 5, then do more of the winners.

### Month 6: Add short video and collaboration

- Create simple phone-shot videos (tips, behind the scenes, customer stories, before and afters) using a basic script formula.
- Partner with a local business, customer, or micro-influencer for a collaboration or shout-out.
- Run your 6-month review.

**CHECKPOINT** A scorecard showing growth, leads from social, and a clear list of what to repeat, change, or stop.

## Scale, Protect, and Systematize

*Goal: Make social media run on a routine, with team support and protection built in.*

### Months 7-8: Test small paid promotion

- Learn when boosting or ads make sense, how to set a small test budget (\$5-\$10 per day equivalent), how to choose a simple objective and audience, and how to measure cost per lead.
- Retarget people who visited your site or engaged with you.

### Months 9-10: Delegate and document

- Write a simple Social Media Playbook (voice, approved templates, response guide, posting schedule, approval steps) so a team member or freelancer can take over parts of the work.
- Plan seasonal campaigns and promotions for the year ahead.

### Month 11: Protect your accounts and reputation

- Secure accounts with strong passwords and two-factor authentication, assign roles (avoid sharing one login), and create a crisis plan for negative comments, complaints, and mistakes.
- Learn the basics of advertising rules, copyright for music and images, and platform policies.

### Month 12: Annual review and strategy refresh

- Compare year-end results to your Month 1 goal, review platform changes, and retire what isn't working.
- Set next year's goal, platforms, and budget.

**DELIVERABLE** A one-page Annual Social Media Plan, a Social Media Playbook, and a 4-hour-per-week routine.

# Resources and Pitfalls

## Course Materials to Build

- Social Media Strategy one-pager
- Audience Snapshot worksheet
- Platform Chooser guide
- Content pillars and brand voice worksheet
- Content calendar (Google Sheet)
- Post formula cards (Hook, Value, Call-to-Action)
- 100 post-idea bank by industry type
- Engagement and response guide
- Monthly scorecard and analytics guide
- Short video script formulas
- Small paid promotion starter guide
- Social Media Playbook template
- Account security and crisis plan checklist
- Common Mistakes (a short bonus lesson)

## Common Mistakes to Avoid

- Posting without a goal or a call-to-action
- Being on every platform and consistent on none
- Only promoting, never educating or engaging
- Ignoring comments and messages
- Chasing likes instead of leads and sales
- Buying followers
- Sharing one password across the team