

Social Media Marketing Problem Statement

1. Social Media Objective:

- Define the primary goal for social media efforts.
- Example: "Boost engagement rates and grow the Instagram follower base."

2. Current State:

- Describe the current state of social media performance.
- Example: "Current engagement rates are 1.5%, below the industry average of 3%."

3. Target Audience:

- Define the audience demographics and behaviors.
- Example: "Young professionals aged 22-35, interested in sustainable living."

4. Challenges:

- Outline the specific challenges affecting performance.
- Example: "Low-quality content and inconsistent posting schedules."

5. Desired Outcomes:

- Set measurable goals.
- Example: "Increase engagement rates to 3% and followers by 10% in three months."

6. Constraints:

- List any resource or platform-specific limitations.

- Example: "Campaign must rely on organic growth with no paid promotions."

7. Proposed Solutions:

- Detail initial steps to address the challenges.
- Example: "Develop a content calendar, increase video content production, and optimize posts for timing and hashtags."