### **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."