

Product Specific Social Post Planner

Need to create some posts that are focused on one product? Use this worksheet to map out content ideas and posts. This worksheet focuses on two buyer persona per sheet. If you need to complete more just add another sheet. :)

Service/Product:

On a high level, what problem does this product or service solve?

Product URL:

Buyer Personas

NAME:

SEX:

AGE:

LOCATION:

WHAT'S IMPORTANT TO THEM:

ONLINE GROUPS/ FB PAGES:

NAME:

SEX:

AGE:

LOCATION:

WHAT'S IMPORTANT TO THEM:

ONLINE GROUPS/ FB PAGES:

Product Specific Social Post Planner cont.

Social Posts

<p>Social Post:</p> <table border="1" data-bbox="201 835 1125 905"><tbody><tr><td><input type="checkbox"/> Facebook</td><td><input type="checkbox"/> Instagram</td><td><input type="checkbox"/> YouTube</td><td><input type="checkbox"/> LinkedIn</td></tr></tbody></table>	<input type="checkbox"/> Facebook	<input type="checkbox"/> Instagram	<input type="checkbox"/> YouTube	<input type="checkbox"/> LinkedIn	<p>Focus:</p> <ul style="list-style-type: none"><input type="checkbox"/> Feel Good/ Inspirational<input type="checkbox"/> Educational<input type="checkbox"/> Sales Driven<input type="checkbox"/> Community Building
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