

Social Media Marketing Strategy: Goals, Choices, and Tradeoffs



- - **Strategy:** a documented plan for audience, goals, and measurement



- - **Tactics:** content calendars, posts, and community replies are execution



- - **Every** choice involves tradeoffs: attention, budget, and team time are limited



- - Deep focus on 2 platforms beats thin coverage on 6



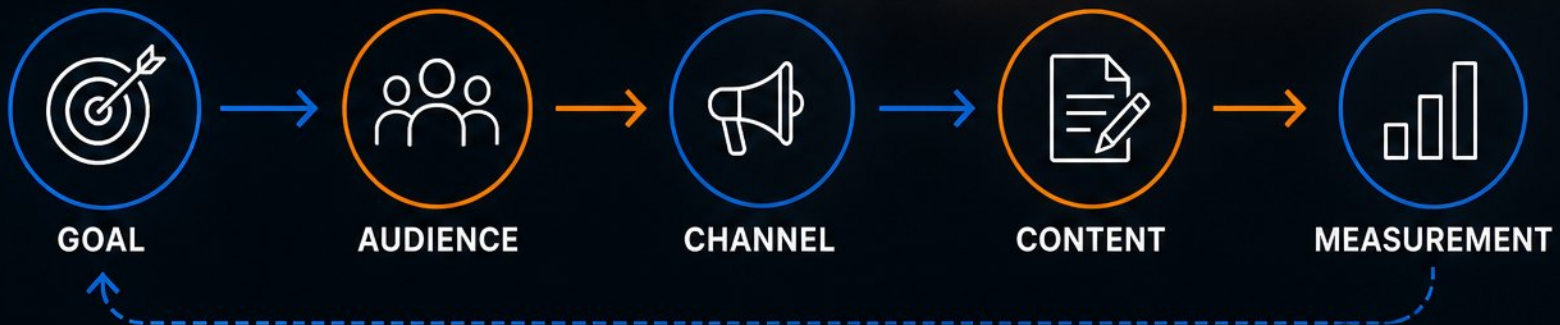
- - Review monthly, pivot quarterly; strategies need 3 months to show impact





Strategy vs. Tactics: Why Most Teams Get Stuck

- Strategy is a documented plan: who, where, what, and how to measure
- Tactics are execution: calendars, posts, campaigns, and community replies
- A content calendar is execution, not direction—it's not a strategy
- Follow the strategy loop: goal, audience, channel, content, measurement





The Core Concept: Every Choice Is a **Tradeoff**



- Limited attention, budget, and time force explicit decisions



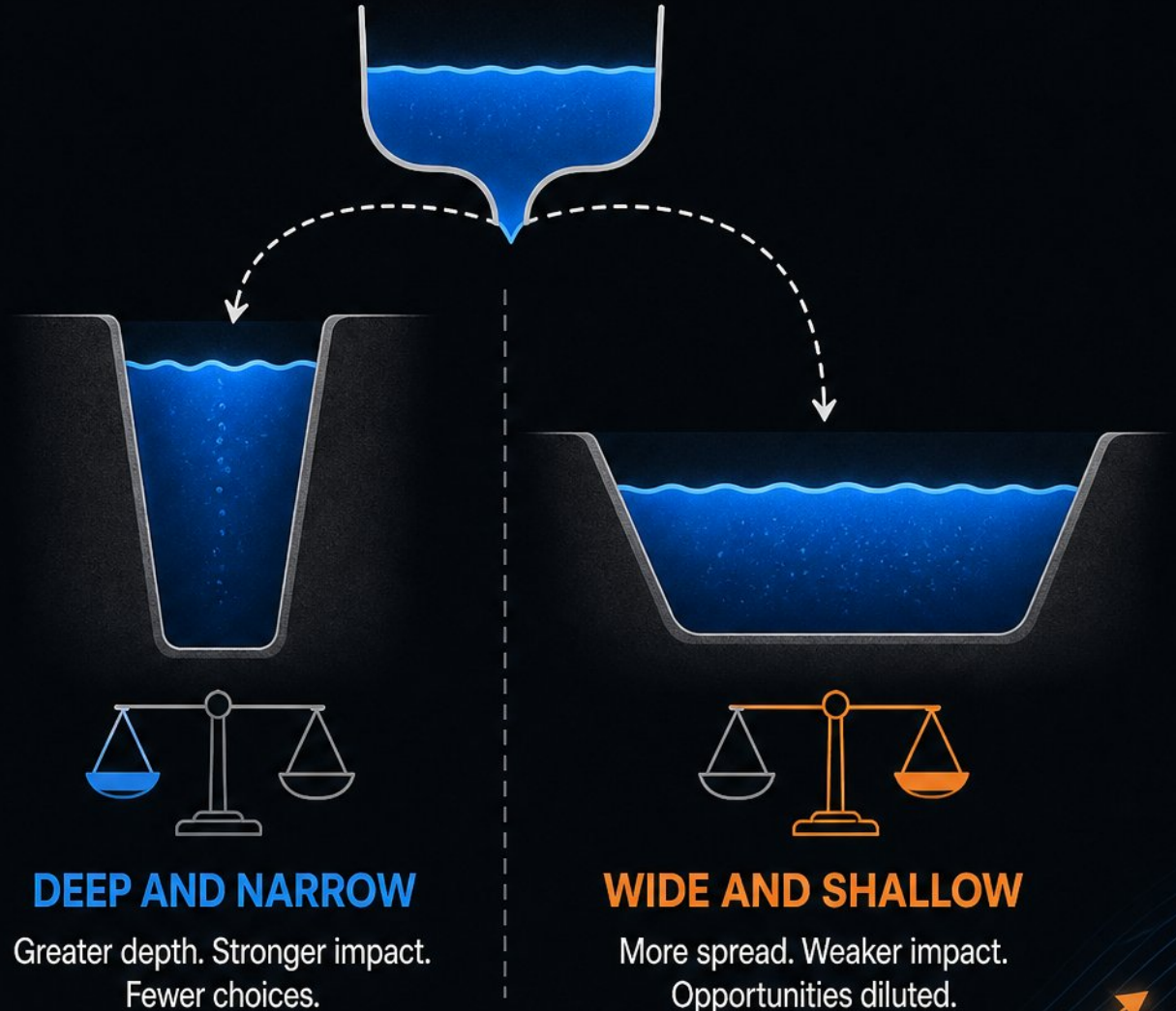
- Opportunity cost applies to platforms, formats, and content pillars



- Deep on 2 platforms beats thin on 6



- Make tradeoffs against clear goals, not by default



Start with Business Goals, Not Platforms



- Map social objectives to awareness, engagement, leads, retention, or revenue



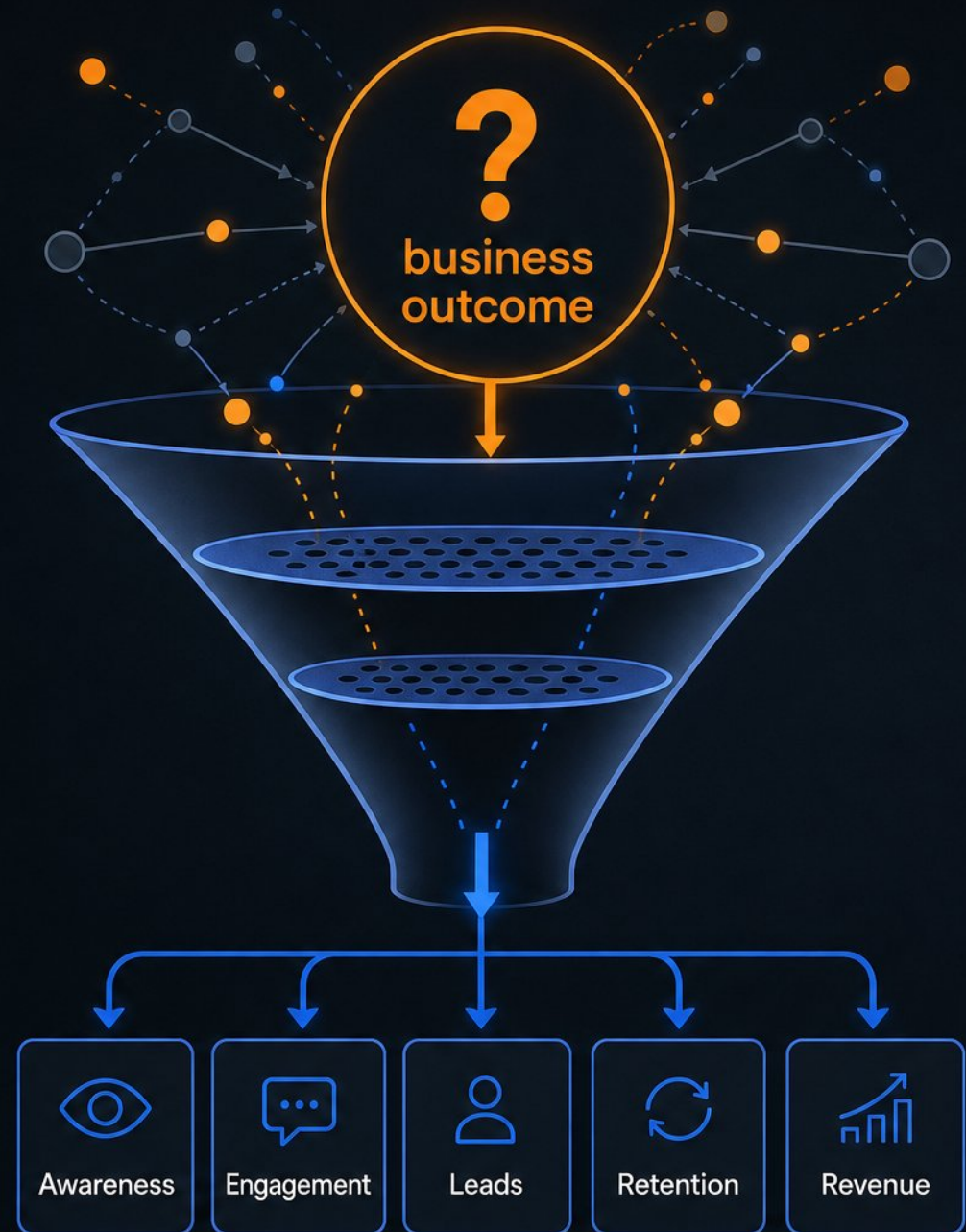
- One primary goal per platform per quarter keeps focus sharp



- Avoid starting with 'should we be on TikTok'—start with business outcomes



- Ask: what business outcome does social need to influence?



Choosing KPIs That Predict Outcomes



- Metrics track what happened; KPIs tie results to business goals



- Map KPIs to funnel stages: awareness, consideration, conversion, retention



- Avoid vanity metrics like raw follower count and undifferentiated likes



- Prioritize ICP engagement, saves, shares, CTR, CPL, and earned media value



Awareness



Consideration



Conversion



Retention

Audience, Platform, and Content Fit



- Platform choice follows audience, not the reverse



- Match audience segments to platform strengths



- Short-form video dominates; must be platform-native



- LinkedIn favors text and carousels; TikTok favors hook-first video



- Behavioral data reveals what audiences expect on each platform



Resource Allocation and **Budget Tradeoffs**



- Split budget, team time, and creative resources across selected channels



- Organic builds trust and compounds; paid buys speed and precision



- 2026 shift: use paid to amplify proven organic content, not replace it



- Fund stage shapes the split: early = organic-heavy, later = paid-heavy



- Build vs. buy: in-house, creators, agencies, and tools each have different costs



Content Strategy: Pillars, Formats, and Cadence



- Define 3–5 content pillars tied to audience and business goals



- Choose platform-native formats: short video, carousels, text, UGC



- Set a sustainable cadence, not an aspirational one



- Plan evergreen, campaign, and reactive content types



Measurement, Learning, and Iteration

- ▶ Build a reporting rhythm tied to original goals
- ▶ Use experiments to test platform, content, and messaging
- ▶ Analyze monthly, pivot quarterly; most strategies need 3 months
- ▶ Document learnings and turn underperformance into explicit tradeoff decisions



Common Strategy Pitfalls to Avoid



- Chasing every platform without strategic focus



- Prioritizing reach over qualified engagement or revenue



- Confusing content volume with content effectiveness



- Treating every platform the same and cross-posting identical content



- Measuring vanity metrics instead of business impact



Applying the Tradeoff Framework: A Decision Checklist



- Given limited team and budget, which platforms earn your focus



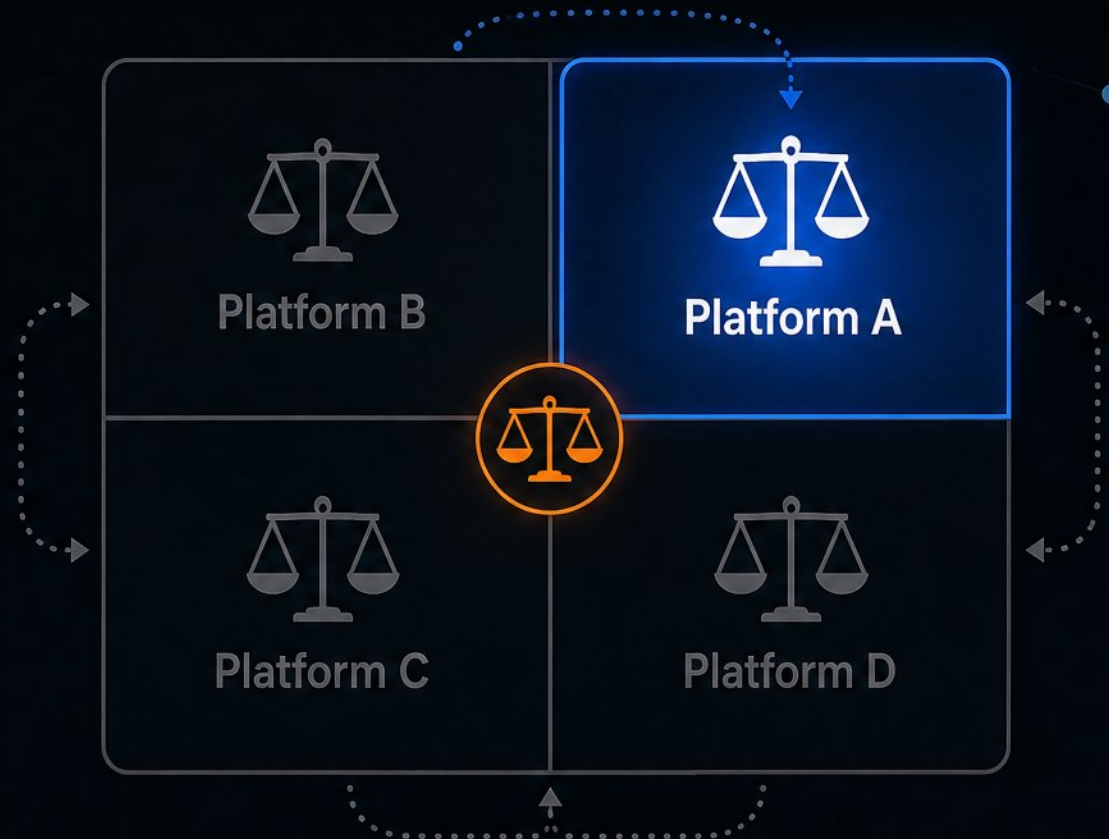
- Score each platform on audience, goal, and resource alignment



- Pick one primary and one secondary platform



- Explicitly list what you will not do to protect focus



From Framework to **90-Day Action Plan**



- Turn the framework into a prioritized 90-day roadmap



- Focus on high-impact moves with lower resource risk



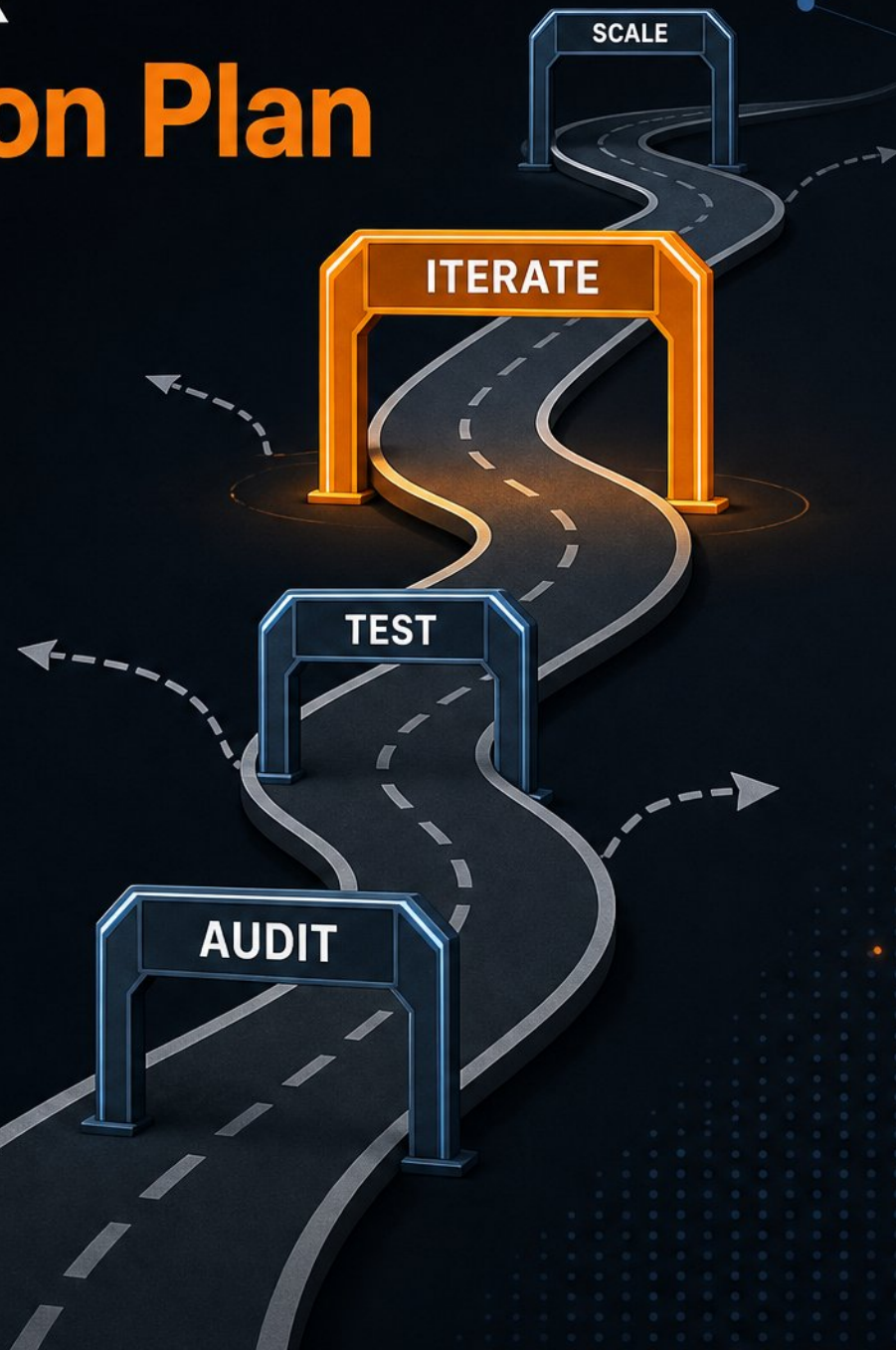
- Define owners and review checkpoints from day one



- Use a phased approach: audit, test, iterate, scale



- 30-day reset beats a full rebrand: produce evidence, not opinions



Case Scenarios: Goals, Choices, and Tradeoffs in Practice

B2B LEADS

LinkedIn + YouTube,
paid amplifies proven
organic posts



TRADEOFF:

Paid media costs vs.
reach and credibility
from proven organic

B2C E-COMMERCE

TikTok for discovery,
Instagram for social
commerce



TRADEOFF:

High discovery vs.
transaction intent
and conversion

SMALL BUDGET

one deep platform
outperforms three
thin ones



TRADEOFF:

Focus and depth
vs. spread and
experimentation

- **B2B leads:** LinkedIn + YouTube, paid amplifies proven organic posts
- **B2C e-commerce:** TikTok for discovery, Instagram for social commerce
- **Small budget:** one deep platform outperforms three thin ones
- Every tradeoff is explicit and tied to the business goal

Review and Next Steps



- Goal-first, tradeoff-driven framework: one primary goal per platform per quarter



- Pick deep over broad: 1-2 platforms done well beat 5 done thinly



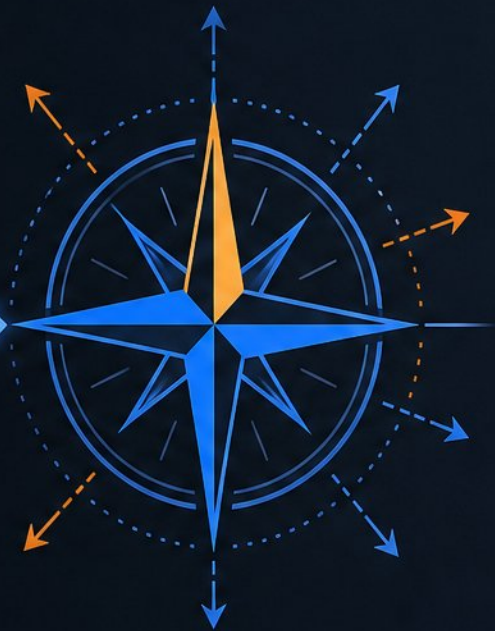
- Set owners and a review rhythm: analyze monthly, pivot quarterly



- Start the 90-day plan with a social media audit, not posting



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