

Mel Jeanty & Co

The Social Media Roadmap

WWW.MELJEANTYANDCO.COM

This Roadmap is here to guide you as you create a strategy, purpose and plan for your digital marketing.

If you'd like extra help understanding how to create content that truly makes an impact on your audience, please book a free Discovery Call with us.

You'll be able to find the right package for you, be it a Social Media Consultation session, or any of the packages where we create photo, video or design content for you.

We hope this Roadmap will bring you the clarity you need for social media.

&co

the strategy



AIDA marketing funnel, by Elias St. Elmo Lewis

the bio

← logo

brand name

offer + transformation

CTA

← link in bio

the grid

Awareness 1	Interest 2	Desire 3
Action 4	Awareness 5	Interest 6
Desire 7	Action 8	Awareness 9
Interest 10	Desire 11	Action 12