



PORTOSPIRE

5 Year Roadmap

Building on Social Media



Year 1: Building a Foundation

Focus on 1 or 2 Platforms

Platforms(s):

Content Strategy

- Create a posting cadence that works for you. 3-5 times a week with a focus on what you do. **It is okay to repeat yourself.**
- Focus on what you do and topics that you can make simple for people who may need them.

Metrics to Follow

Year one is about getting into the flow of creating the posts. Don't focus on metrics too much. Focus instead on staying on target with your posting cadence.

3-5x a week should be 156-260 posts by the end of year one.

That being said, these metrics can be good indicators that what you are doing is working.

- Follower growth
- Engagement rate
- Likes & comments

Its a long road, but you've got this.

Year 2: Building up your Community

Build your community and refine your sales funnel

You can expand your outreach by adding another platform to your posting strategy.

Content Strategy

- Introduce a new form of content. (Live feed, Q&As, tutorials, animations, stories, reels, blogs, etc.)
- Share customer success stories and repost user content from those who shared your work.

Sales Strategy

If you haven't already, now is the time to set up and email list.

Retargeting your current clientele is often more profitable than cold outreach.

Test ads toward your current audience.

Metrics to Follow

- Email signups
- Repeat customers
- Follower count

Year 3: Scaling your System

Streamlining your sales system

Platform: By now, you should optimize your top performing platforms.

Content Strategy

- Create content in batches and use scheduling tools to distribute them.
- Can focus more on quality visuals and content.
- Systemize breaking content into various chunks for more posts.

Sales Strategy

- More offers and improvements. (Chatbots, FAQs, etc.)
- **Seasonal campaigns** can build sales during times that might have been down in previous years.
- Consider partnerships with other companies or influencers.

Metrics to Follow

- Conversion rate
- Order value
- Returning customers
- Abandoned carts

Year 4: Establishing Expertise

Push to become a leader in your industry niche

Platform: Expand and experiment with emerging platforms if relevant.

Content Strategy

- **Offer more value** with tips and how-tos.
- Host a webinar with guest speakers who have large followings.
- See what your audience needs are.

Sales Strategy

- Build upon offers with memberships or subscriptions.
- Test new offers such as high ticket items, bundles, or limited edition products.

Metrics to Follow

- Webinar signups
- Repeat customer lifetime value
- Abandoned carts

Year 5: Sustainability from Loyalty

Maximize repeat customer sales and utilize your advocates

Platform: Focus on your top two or three performing social media platforms.

Content Strategy

- **Community driven content** (Customer groups, loyalty challenges, etc.)
- Redistributing top performing content across channels.

Sales Strategy

- Referral/rewards program
- Adjust to trends and strike early

Metrics to Follow

- Referrals
- Retention
- Profit margin

Things to consider along the way

Test, Tweak, Adapt

- Shift your wording, strategy, platform, and product push to see what platform works best for your traffic, make changes when you see too little, and note where you see growth.

Budget

- Money can be earned back, but **your time can't**.
- **Reinvest** in yourself or your company each year for tools that will help production.

Be Human

- Automation should be a part of your system and **not a replacement**.
- Your comments, voice, and replies **are all content** that can help or hurt your cause.

Don't Panic

- You don't have to follow this plan exactly just keep it simple. You can change the timeline to fit your growth plan, we just want to see you get started. Most importantly, show up and put in the effort. Slow, steady growth through your community can support you during tough times.