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Bonus: Get the step-by-step social media strategy guide with pro tips on how to grow your social media presence. The first step to creating a social media marketing strategy is to establish your objectives and goals. Without goals, you have no way to measure your success or your social media return on investment (ROI).

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Create a social media strategy and write it down in order to hold your business accountable. Your strategy should include a basic company mission statement, content plan and goals . And most importantly, a powerful statement on "why" people would follow you on social media, what kind of content you plan on creating and posting, and what you hope to achieve.

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Monitor your social media. Creating an engaging social media marketing strategy is not enough. You should be able to

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