

Social Media Strategy Guide

Pos na dimiourgisetete epitiximeni stratigiki social media

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1. Orismos Stoxon

- Brand awareness
- Traffic stin istoselida
- Lead generation
- Sales
- Community building

2. Gnorise to Koino sou

- Demographics (ilikia, topothesia)
- Interests & behaviors
- Pain points & needs
- Poia platforms xrisimopoioun

3. Content Strategy

- Content pillars (3-5 themata)
- Content mix (educational, entertaining, promotional)
- Visual style guide
- Posting frequency (consistency > quantity)

4. Platform Selection

- Instagram: Visual brands, neaniko koino
- Facebook: Evry koino, local businesses
- LinkedIn: B2B, professionals
- TikTok: Gen Z, trending content