

THE LITTLEFISH PODCAST

EPISODE 08 RESOURCE:

# WHICH SOCIAL MEDIA CHANNEL IS RIGHT FOR YOU?



School OF Marketing

# WHICH SOCIAL MEDIA CHANNEL IS RIGHT FOR YOU?

This quiz will help your business determine which social media platforms/channels will work best for you. Once you take it, you will know which platform is your top priority, and where you should spend most of your marketing efforts.

Answer the following questions on behalf of your business:

<p>1. How many followers do you have on each of the following platforms?</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>
<p>2. How many people are you following on each of the following platforms?</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>
<p>3. Subtract the number of people you follow from the people following you on each platform and write out that number:</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>
<p>4. Which platform has the highest number?</p>	<p>Platform with the <b>highest number</b></p> <p>_____</p>

<p>5. Which platform has the <b>second-highest number</b>?</p>	<p>Platform with the <b>second-highest number</b> _____</p>
<p>6. What platform do you think most resonates with your audience? (Don't overthink this; go with your gut.) Another way to ask this question is: Where do you think your audience spends their time on social media?</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>
<p>7. On which platform do you have the most engagement? (Although deep analysis isn't required, we do want a real sense here.)</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>
<p>8. Which platforms do your competitors use most?</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>
<p>9. Which platform do you or your social media manager or marketing team have a personal affinity for?</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>
<p>10. Which platform(s) do you already know how to use and/or does the individual or team managing your social media already know how to use?</p>	<ul style="list-style-type: none"> <li>• Twitter _____</li> <li>• Facebook _____</li> <li>• LinkedIn _____</li> <li>• Instagram _____</li> <li>• Other _____</li> </ul>

# GET YOUR RESULTS:

Write out the number of times you responded with each platform in questions 4–10:

- Twitter \_\_\_\_\_
- Facebook \_\_\_\_\_
- LinkedIn \_\_\_\_\_
- Instagram \_\_\_\_\_
- Other \_\_\_\_\_

The platform with the highest number is your priority platform. The second-highest number is your secondary platform, and so on in that order.

Your Priority Platform is: \_\_\_\_\_

Your Secondary Platforms in the following order are: \_\_\_\_\_

Are you ready to get results from  
your digital marketing?

# CHOOSE YOUR OWN ADVENTURE:



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