

KETCHUM Social Media Strategy Canvas

KETCHUM

Ziele

Zielgruppe(n)

Positionierung

Kernthemen

KETCHUM

Kanäle

- | | |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> TikTok |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Youtube | <input type="checkbox"/> Sonstiges: |
| <input type="checkbox"/> Twitter | |
| <input type="checkbox"/> LinkedIn | |

Erfolgsmessung/Monitoring

Workflow

Good to know