WORK SAMPLE · MEDIA & MARKETING STRATEGY

Social Media Software Strategy Plan

Early-stage registered investment advisor · Six-week stand-up plan
Prepared by Monica Vendituoli for a MAV Media & Messaging client

Client anonymized. A real strategy plan I wrote for a startup advisory firm. The client's name and logo have been removed. Recommendations, timeline, and vendor analysis are unchanged.

The situation

A founder-led advisory firm with a fast-growing social following and no infrastructure behind it: posts were going out by hand, nobody was monitoring mentions, and there was no way to say what was working. The firm didn't need a bigger content operation — it needed the plumbing that makes a small one repeatable. This plan gets a management platform chosen, configured, and producing reports in six weeks.

Set-up timeline

	NOW – WK OF 12/19	WK OF 12/26	WK OF 1/2	WK OF 1/9	WK OF 1/16	WK OF 1/23
Choose social media management software						
Create accounts on the platform						
Create alerts and monitoring						
Build monthly content calendar template						
Build monthly analytics template						

The sequencing is deliberate: the platform and alerts come first so that the moment the templates exist, there is somewhere to run them and something to measure. Nothing in weeks three through six depends on a decision that hasn't already been made.

Platform options

Sprout Social — $399 / month, unlimited accounts

Built-in calendar, social inbox, monitoring and analytics tools, trend analysis, and mobile apps. Consistently rated the strongest social media management platform on the market. The right choice if the firm expects to add accounts and wants trend analysis feeding content decisions.

Hootsuite — $249 / month, three users and 20 accounts

Built-in calendar, social inbox, monitoring and analytics tools, and mobile apps. The middle option: most of what Sprout does, at a lower price, with caps that a firm this size is unlikely to hit soon.

Buffer — $100 / month, 10 accounts

Social inbox plus monitoring and analytics. The lean choice — enough to schedule, listen, and report, without the trend analysis or the calendar depth of the other two.

Recommendation logic

All three do the core job. The question is what the firm expects to need in a year. If social is going to be a primary acquisition channel, the trend analysis and unlimited accounts in the top tier pay for themselves in avoided migration. If social is a supporting channel and the founder is the main voice, the lean option gets the same discipline in place at a quarter of the cost, and switching later is inexpensive because the calendar and analytics templates are platform-independent by design.
