



Media Volery LLC | mediavolery.com | 646.801.1513

How to Find Efficiency in Your Social Media Budget: the Checklist

The following is a recap of the main actions that your team should take to identify your opportunities to save time, resources, and budget, become more efficient, and focus on what produces the most value for you.

- FIRST: identify where you spend your budget now within...**
 - Content creation
 - Software & tools
 - Paid advertising & partnerships
 - Training & management
- Content Creation: do more with less**
 - Review and consolidate creative resources
 - Reuse your best content
 - Streamline your processes & batch production
- Software & Tools: make changes for efficiency, with an eye towards profits**
 - Evaluate your existing subscriptions
 - Make changes to different solutions as needed
 - Invest in tools with templates built-in
 - Identify tools with profit opportunities
- Paid Advertising & Partnerships: optimize and iterate**
 - Evaluate current advertising and trim
 - Aggressively test and optimize new ads
 - Renegotiate partnerships to get more from them
- Training & Management: save time and money**
 - Use tools/resources more: invest in training
 - Save time through asynchronous work
 - Make your client/internal check-ins more valuable