IKTAR – Toolkit: Digitalization for Business Growth

# Monthly Growth Road Map

## Week 1 – Digital Foundations:

Day 1: Define your business goal for the next 30 days.

Day 2: Create or improve your social media profiles (Instagram Facebook).

Day 3: Write a clear bio and upload a professional profile photo.

Day 4: Set up WhatsApp Business (auto replies + catalogue).

Day 5: Create your brand colors and fonts.

Day 6: Design 3 basic templates on Canva.

Day 7: Study 10 successful competitors.

## Week 2 – Content & Engagement:

Day 8: Create content pillars (3–4 categories).

Day 9: Shoot product photos using your phone.

Day 10: Create 5 social media posts.

Day 11: Add highlights (Products Reviews Delivery Info).

Day 12: Post 1 story and 1 reel.

Day 13: Engage with 20 potential customers.

Day 14: Collect 2–3 customer reviews.

## Week 3 – Sales Optimization:

Day 15: Review your customer journey.

Day 16: Update product descriptions clearly and simply.

Day 17: Set prices and create a price list.

Day 18: Create offers or discount bundles.

Day 19: Improve your order process.

Day 20: Set up payment options (JazzCash Easypaisa Bank).

Day 21: Choose your delivery partner.

## Week 4 – Marketing & Growth:

Day 22: Add a link-in-bio page.

Day 23: Create 7 days of upcoming content.

Day 24: Post one reel showing your work behind the scenes.

Day 25: Send a broadcast message to customers.

Day 26: Collaborate with one micro-influencer.

Day 27: Review analytics from Instagram or Facebook.

Day 28: Improve weak areas identified in analytics.

Day 29: Prepare next month’s content plan.

Day 30: Celebrate your progress & set 3 new goals.

# Social Media Planner

### For Participants of: "Digitalization for Business Growth" Workshop

*Empower your digital transformation with strategic social media planning*

## PART 1: SOCIAL MEDIA GOALS ALIGNED WITH BUSINESS DIGITALIZATION

**Business Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Workshop Takeaways Implementation Period:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| **Business Growth Objective** | **Social Media Goal** | **Target Metric** | **Timeline** |
| --- | --- | --- | --- |
| Increase online visibility | Grow followers by X% | Follower count | 3 months |
| Generate digital leads | X leads per month | Lead form submissions | Quarterly |
| Establish thought leadership | X pieces of expert content monthly | Engagement rate | Ongoing |
| Drive website traffic | Increase referral traffic by X% | Google Analytics data | 6 months |
| Enhance customer service | Improve response time to under 1 hour | Response rate metrics | Immediate |

## PART 2: PLATFORM-SPECIFIC STRATEGY

| **Platform** | **Primary Purpose for Our Business** | **Target Audience** | **Content Mix (%)** | **Posting Frequency** |
| --- | --- | --- | --- | --- |
| Facebook | Community building, customer service | Age 25-54, local clients | Promo 30%, Edu 40%, Community 30% | 3-5x/week |
| Instagram | Brand visual storytelling, engagement | Age 18-40, visual learners | Visual 70%, Stories 20%, Reels 10% | Daily |
| LinkedIn | B2B connections, professional credibility | Business professionals, partners | Articles 40%, News 30%, Networking 30% | 2-3x/week |
| Twitter/X | Real-time updates, industry engagement | Tech-savvy users, journalists | Updates 50%, Engagement 30%, News 20% | 5-7x/week |
| Other (TikTok, Pinterest, etc.) |  |  |  |  |

## PART 3: CONTENT CALENDAR (WEEKLY TEMPLATE)

**Month:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Weekly Theme:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Digitalization Focus Area:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| **Day** | **Platform** | **Content Topic** | **Format (Image/Video/Text)** | **Key Message** | **Call-to-Action** | **Status** |
| --- | --- | --- | --- | --- | --- | --- |
| Monday | LinkedIn | Digital transformation tip | Article + Image | "Start with process mapping before tech adoption" | "What's your biggest digital challenge?" | ☐ Planned ☐ Posted |
| Tuesday | Facebook | Client success story | Carousel images | "How [Client] increased efficiency 40% with digital tools" | "Book a free digital audit" | ☐ Planned ☐ Posted |
| Wednesday | Instagram | Behind-the-scenes tech | Reel/Video | "A day with our new CRM system" | "Ask about our setup process" | ☐ Planned ☐ Posted |
| Thursday | All | Industry news commentary | Shared post | "How AI is changing small business operations" | "Tag a business owner who should read this" | ☐ Planned ☐ Posted |
| Friday | Twitter/X | Digital tool recommendation | Thread + Image | "5 free tools to automate your business this weekend" | "Retweet if helpful!" | ☐ Planned ☐ Posted |
| Saturday | Facebook | Community question | Poll/Question | "What digital upgrade would help your business most?" | "Vote and comment below" | ☐ Planned ☐ Posted |
| Sunday | Instagram | Team/value showcase | Stories | "Meet our digital specialist who makes tech simple" | "DM us your questions" | ☐ Planned ☐ Posted |

## PART 4: CONTENT CREATION WORKFLOW

### Digital Content Creation Process:

1. **Ideation** (Brainstorm aligned with digitalization goals)
2. **Creation** (Using digital tools: Canva, CapCut, ChatGPT)
3. **Review** (Quality check + message alignment)
4. **Scheduling** (Using scheduler: Buffer, Meta Business Suite)
5. **Posting** (Auto or manual publish)
6. **Engagement** (Respond to comments within 24 hours)
7. **Analysis** (Weekly review of metrics)

### Content Bank Ideas from Workshop:

* Before/after digital transformation stories
* Screenshots of helpful digital tools
* Tips for overcoming digital adoption resistance
* Case studies from workshop learnings
* FAQ about business digitalization
* Team's digital upskilling journey
* How-to videos for simple automations

## PART 5: PERFORMANCE TRACKER

**Month:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| **Metric** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **Monthly Total/AVG** |
| --- | --- | --- | --- | --- | --- |
| Followers Gained |  |  |  |  |  |
| Engagement Rate |  |  |  |  |  |
| Website Clicks |  |  |  |  |  |
| Leads Generated |  |  |  |  |  |
| Top Performing Post |  |  |  |  |  |
| Content Type Working Best |  |  |  |  |  |
| Time/Day Most Effective |  |  |  |  |  |

### Monthly Insights & Adjustments:

## PART 6: RESOURCES & TOOLS FROM WORKSHOP

### Free/Recommended Digital Tools:

* **Content Creation:** Canva, Unsplash, CapCut, Lumen5
* **Scheduling:** Meta Business Suite, Buffer (free plan), Hootsuite
* **Analytics:** Platform insights, Google Analytics, Bitly
* **Productivity:** Trello (content calendar), Google Sheets, Notion

### Workshop Action Items to Implement:

* Set up social media analytics dashboard
* Create digital transformation content series
* Implement at least 2 automations in social media workflow
* Conduct competitor digital presence analysis
* Schedule 30 minutes daily for social engagement

## PART 7: 90-DAY DIGITALIZATION ROADMAP

### Month 1: Foundation & Consistency

* Complete all platform optimizations
* Establish consistent posting schedule
* Set up analytics tracking

### Month 2: Engagement & Community Building

* Implement engagement strategy (respond within 1 hour)
* Launch user-generated content campaign
* Begin simple social media advertising test

### Month 3: Optimization & Scaling

* Analyze data to refine strategy
* Scale successful content types
* Integrate social media with other digital systems (website, CRM, email)

Remember from Workshop: Digitalization is a journey, not a destination. Start small, track results, and scale what works for YOUR business.

*Template created for "Digitalization for Business Growth" Workshop Participants. Customize and make it your own!*