

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?"	<input type="checkbox"/> Planned <input type="checkbox"/> Posted
Tuesday	Facebook	Client success story	Carousel images	"How [Client] increased efficiency 40% with digital tools"	"Book a free digital audit"	<input type="checkbox"/> Planned <input type="checkbox"/> Posted
Wednesday	Instagram	Behind-the-scenes tech	Reel/Video	"A day with our new CRM system"	"Ask about our setup process"	<input type="checkbox"/> Planned <input type="checkbox"/> Posted
Thursday	All	Industry news commentary	Shared post	"How AI is changing small business operations"	"Tag a business owner who should read this"	<input type="checkbox"/> Planned <input type="checkbox"/> Posted

Day	Platform	Content Topic	Format (Image/Video/Text)	Key Message	Call-to-Action	Status
Friday	Twitter/X	Digital tool recommendation	Thread + Image	"5 free tools to automate your business this weekend"	"Retweet if helpful!"	<input type="checkbox"/> Planned <input type="checkbox"/> Posted
Saturday	Facebook	Community question	Poll/Question	"What digital upgrade would help your business most?"	"Vote and comment below"	<input type="checkbox"/> Planned <input type="checkbox"/> Posted
Sunday	Instagram	Team/value showcase	Stories	"Meet our digital specialist who makes tech simple"	"DM us your questions"	<input type="checkbox"/> Planned <input type="checkbox"/> 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!*