



# OUTSOURCING SOCIAL MEDIA DO IT YOURSELF OR OUTSOURCE?

Increase your social media visibility and get more customers – Choose the best strategy



**BOOK A FREE CONSULTATION  
WITH SOMELIFTI**

# Content

Introduction – Why does social media marketing matter in 2025?	02
Biggest challenges in social media marketing	03
How to choose the right implementation model?	04
Different models for social media marketing	05
Checklist – Is your social media strategy in order?	06
Social media marketing plan template (light version)	07
Next steps – Put your strategy into action!	08

# WHY DOES SOCIAL MEDIA MARKETING MATTER IN 2025?

Competition for customers' attention is tougher than ever, and the rules of social media marketing are constantly changing. In 2025, algorithms, content formats, and audience behavior will evolve even faster, requiring businesses to adapt and take a strategic approach.

## What changed? Social media marketing trends in 2025.

- ✓ Short videos and interactive content dominate various platforms.
- ✓ Personalized advertising and AI-driven targeting deliver better results.
- ✓ Authenticity and community are more important than ever.
- ✓ Paid visibility is increasingly crucial as organic reach declines.

## What does this guide offer you?

- ✓ Up-to-date and effective strategies – Know what works right now.
- ✓ Practical tools and examples – Find the best way to execute your social media marketing.
- ✓ Checklists and plans – Get quick and concrete results.
- ✓ Choosing the right marketing solution – Know what suits your business best.

*Eija Vesterinen*

DIGITAL MARKETING SPECIALIST

# BIGGEST CHALLENGES IN SOCIAL MEDIA MARKETING

## Common pitfalls in social media marketing

- ✗ Lack of time – Social media requires constant content and a consistent strategy.
- ✗ Ineffective strategies – Random posts don't produce measurable results.
- ✗ Algorithm changes – Organic visibility decreases without a clear plan.
- ✗ Lack of resources – Should you do it yourself, outsource, or combine both?

## Solutions to these challenges

- ✓ Automate and schedule – Reduce manual work by planning content in advance.
- ✓ Strategic approach – Create content that resonates with the right audience.
- ✓ Maximize visibility – Use advertising and multichannel marketing.
- ✓ Choose the right implementation model – DIY, outsourcing, or a hybrid approach.

### ***Do you recognize these challenges?***

*The good news? These challenges have solutions – and this guide will show you how!*

# FOUR WAYS TO IMPLEMENT SOCIAL MEDIA MARKETING



## DIY – Do It Yourself

**Benefits:** Affordable, full control, authentic brand voice.

**Challenges:** Time-consuming, requires expertise and strategy.

**Best for:** Those who have time and want to learn social media marketing.



## Freelancer or Agency – External Help

**Benefits:** Flexible, broad expertise, allows focus on core business.

**Challenges:** Quality may vary with freelancers; agencies are more expensive.

**Best for:** Those who want high-quality content without hiring a full-time employee.



## In-House Social Media Manager

**Benefits:** Deep brand understanding, consistent presence, quick response.

**Challenges:** High costs, limited expertise in all areas.

**Best for:** Companies with ongoing social media needs and budget for hiring.



## Hybrid Model – Best of Both Worlds

**Benefits:** Flexible, efficient, cost-effective combination of in-house and external expertise.

**Best for:** Those who want to manage part of it themselves while also leveraging professional support.

# HOW TO CHOOSE THE RIGHT IMPLEMENTATION MODEL?

## Decision-making guide for your business

- ◆ Do you have the time and skills? **DIY or freelancer** might be a good option.
- ◆ Want to scale social media marketing cost-effectively? **Hybrid model** combines in-house expertise with external support.
- ◆ Need strategic and comprehensive management? An **agency** might be the best choice.
- ◆ Is your company large and requires ongoing in-house control? Hiring a **social media expert** could be the right move.

## Decision-making guide for your business

- ◆ Small businesses – **DIY + Freelancer**: Saves costs but requires time and a solid strategy.
- ◆ Medium-sized businesses – **Hybrid model**: Effective mix of in-house skills and professional help.
- ◆ Large businesses – **Agency + In-house expert** A high-quality, scalable solution that supports business growth.

**Tip:** Consider what resources you currently have and where you need additional support. This way, you'll find the most efficient and cost-effective solution for your social media marketing!



# CHECKLIST – IS YOUR SOCIAL MEDIA STRATEGY IN ORDER?

## Ensure your social media strategy delivers real results

- ✓ **Clear goals** – Is your strategy aligned with your business objectives? Do you know what you want to achieve?
- ✓ **Target audience** – Do you understand your customers and know where they spend time online?
- ✓ **Content strategy** – Do you have a clear plan on what to post and when?
- ✓ **Posting schedule** – Is your content calendarized and consistent?
- ✓ **Engagement** – Are you actively interacting with followers and encouraging conversations?
- ✓ **Advertising** – Are you leveraging paid ads with the right strategy and budget?
- ✓ **Competitor analysis** – Have you researched what works best for your competitors?
- ✓ **Analytics and optimization** – Are you measuring results and improving your strategy based on data?

***Tip:** Review each point and mark which areas need improvement. This checklist will help you build an effective and results-driven social media strategy!*

# SOCIAL MEDIA MARKETING PLAN TEMPLATE (LIGHT VERSION)

Want to clarify your social media marketing?  
This template helps you outline the key steps!



**Goal** – What do you want to achieve with social media?



**Audience** – How do you reach the right people?



**Content** – What types of posts support your goals?



**Advertising** – Do you need paid visibility to support organic content?



**Tracking** – How do you know if your social media marketing is working?

*Struggling to see the big picture?  
Book a free 20-minute consultation – let's go  
through what works and how you can achieve  
the best results!*



# NEXT STEPS – TAKE CONTROL OF SOCIAL MEDIA NOW! 🚀

## You now have the template – What's next?



Need clarity on what works and what to improve? Get clear tips and a plan to guide your social media marketing in the right direction.



Looking for a roadmap for the next 3 months? Ensure your social media marketing aligns with your business goals.



Book a free 20-minute strategy session! Get practical advice directly from our expert.

For social media marketing to deliver real results, you need a clear direction and concrete steps. We help ensure that your strategy doesn't just stay on paper!

**BOOK A FREE CONSULTATION WITH  
SOMELIFTI**



info@somelifti.com



<https://wa.me/358403615943>

