



ORGANIC GROWTH STRATEGY WORKSHEET

PART 1: GROWTH GOALS

1. What are your organic growth goals for the next 90 days?

Follower/subscriber growth goal:

Engagement rate goal:

Website traffic goal (from social/organic):

Email list growth goal (from organic sources):

Community/group members' goal:

Other goals:

2. Which platforms will you focus on for organic growth?

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ TikTok
- ☐ YouTube
- ☐ Pinterest
- ☐ Twitter/X
- ☐ Blog/SEO
- ☐ Podcast
- ☐ Other: _____

Primary platform (where you'll invest the most time): _____

Secondary platforms:

PART 2: AUDIENCE RESEARCH

3. Who is your ideal audience?

Demographics:

- Age range: _____
- Gender: _____
- Location: _____
- Income level: _____
- Occupation/Industry: _____

Psychographics:

- Values: _____
- Interests: _____
- Pain points: _____
- Goals/Aspirations: _____

4. Where does your ideal audience hang out online?

Platforms: _____

Hashtags they follow: _____

Accounts they follow: _____

Groups/communities they're in: _____

Content they engage with: _____

PART 3: CONTENT STRATEGY FOR GROWTH

5. What content will you create to attract your ideal audience?

Educational content (teach them something):

- ☐ How-to tutorials
- ☐ Tips and tricks
- ☐ Industry insights
- ☐ Myth-busting
- ☐ FAQ answers
- ☐ Other: _____

Inspirational content (motivate and uplift):

- ☐ Success stories
- ☐ Quotes and affirmations
- ☐ Behind-the-scenes
- ☐ Personal stories
- ☐ Transformation posts
- ☐ Other: _____

Entertaining content (make them smile):

- ☐ Memes and humor
- ☐ Relatable content
- ☐ Trending audio/challenges
- ☐ Day-in-the-life
- ☐ Fun facts
- ☐ Other: _____

Engagement content (start conversations):

- ☐ Questions and polls
- ☐ This or that
- ☐ Fill in the blank

- ☐ Controversial takes (respectfully)
- ☐ User-generated content requests
- ☐ Other: _____

6. What formats will you use?

- ☐ Static posts (single image + caption)
- ☐ Carousels (multi-slide posts)
- ☐ Reels/TikToks (short-form video)
- ☐ Stories (daily updates)
- ☐ Long-form video (YouTube)
- ☐ Live videos
- ☐ Blog posts
- ☐ Podcasts
- ☐ Other: _____

Most effective format for your audience: _____

PART 4: HASHTAG STRATEGY

7. What hashtags will you use to reach new audiences?

Niche-specific hashtags (10K-100K posts):

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Broad industry hashtags (100K-1M posts):

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Branded hashtags (your unique hashtag):

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Community hashtags (local or niche community):

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

8. Hashtag usage plan:

How many hashtags per post? _____

Where will you place them?

- ☐ In the caption
- ☐ In the first comment
- ☐ Mix of both

How often will you refresh your hashtag sets?

- ☐ Weekly
- ☐ Bi-weekly
- ☐ Monthly
- ☐ Per content pillar

PART 5: ENGAGEMENT TACTICS

9. How will you actively engage to grow your audience?

Daily engagement actions (15-30 minutes/day):

- ☐ Comment on 10-20 posts in your niche
- ☐ Respond to all comments on your posts within 1 hour
- ☐ Reply to all DMs within 24 hours
- ☐ Engage with Stories (reply, react, share)
- ☐ Like and save posts from target accounts
- ☐ Follow 5-10 new accounts in your niche
- ☐ Join and participate in relevant conversations
- ☐ Other: _____

Weekly engagement actions:

- ☐ Host a Q&A or AMA (Ask Me Anything)
- ☐ Go live on Instagram/Facebook/TikTok
- ☐ Share user-generated content
- ☐ Feature a follower or client
- ☐ Collaborate with another creator
- ☐ Post in Facebook/LinkedIn groups
- ☐ Other: _____

10. Who will you engage with?

Target accounts to engage with (20-30 accounts):

List accounts whose followers are your ideal audience

- | | |
|-----------|-----------|
| 1. _____ | 11. _____ |
| 2. _____ | 12. _____ |
| 3. _____ | 13. _____ |
| 4. _____ | 14. _____ |
| 5. _____ | 15. _____ |
| 6. _____ | 16. _____ |
| 7. _____ | 17. _____ |
| 8. _____ | 18. _____ |
| 9. _____ | 19. _____ |
| 10. _____ | 20. _____ |

PART 6: COLLABORATION STRATEGY

11. Who will you collaborate with to grow your audience?

Collaboration types:

- ☐ Instagram/TikTok collabs (joint posts)
- ☐ Guest posts on each other's platforms
- ☐ Joint live sessions or webinars
- ☐ Podcast guest appearances
- ☐ Blog guest posts or features
- ☐ Giveaway or contest partnerships
- ☐ Cross-promotion in newsletters
- ☐ Bundle offers or co-created products
- ☐ Other: _____

Potential collaborators (5-10 people/brands):

- | | |
|----------|------------|
| 1. _____ | Why: _____ |
| 2. _____ | Why: _____ |
| 3. _____ | Why: _____ |
| 4. _____ | Why: _____ |
| 5. _____ | Why: _____ |

Outreach plan:

When will you reach out? _____

How will you reach out? (DM, email, comment)

What will you offer in exchange?

PART 7: ALGORITHM HACKS & BEST PRACTICES

12. How will you work with the algorithm?

Posting frequency:

- Instagram: _____ posts/week, _____ Stories/day
- Facebook: _____ posts/week
- LinkedIn: _____ posts/week
- TikTok: _____ videos/week
- YouTube: _____ videos/week
- Blog: _____ posts/month

Best times to post (based on audience activity):

- Platform: _____ Best times: _____
- Platform: _____ Best times: _____
- Platform: _____ Best times: _____

Algorithm-friendly tactics:

- ☐ Post consistently (same days/times each week)
- ☐ Use all platform features (Reels, Stories, Lives, etc.)
- ☐ Encourage saves and shares (more valuable than likes)
- ☐ Reply to comments within the first hour

- ☐ Use trending audio and hashtags
- ☐ Keep viewers watching (hook in first 3 seconds)
- ☐ Post when your audience is most active
- ☐ Create content that sparks conversation
- ☐ Other: _____

PART 8: LEAD MAGNETS & LIST BUILDING

13. How will you convert followers into email subscribers?

Lead magnet (free resource in exchange for email):

- ☐ PDF guide or checklist
- ☐ Template or worksheet
- ☐ Video training or masterclass
- ☐ Quiz or assessment
- ☐ Challenge (5-day, 7-day, 30-day)
- ☐ Discount code or exclusive offer
- ☐ Other: _____

Your lead magnet:

Title: _____

What it offers: _____

Where you'll promote it:

- ☐ Link in bio
- ☐ Stories with link sticker
- ☐ Pinned post
- ☐ Every 5th post in feed
- ☐ Email signature
- ☐ Blog sidebar/pop-up
- ☐ YouTube video description
- ☐ Other: _____

PART 9: COMMUNITY BUILDING

14. How will you build a loyal community (not just followers)?

Community-building tactics:

- ☐ Create a Facebook or LinkedIn group
- ☐ Host regular live Q&As or office hours
- ☐ Feature followers/clients in your content
- ☐ Create a branded hashtag for your community
- ☐ Run challenges or accountability groups
- ☐ Send personalized DMs to new followers
- ☐ Celebrate milestones with your audience
- ☐ Ask for feedback and implement suggestions
- ☐ Share behind-the-scenes and personal stories
- ☐ Other: _____

Your community space:

Where will your community gather?

What will you call your community?

How often will you engage with them?

PART 10: TRACKING & OPTIMIZATION

15. How will you track your organic growth?

Metrics to track weekly:

- ☐ Follower/subscriber growth
- ☐ Engagement rate (likes, comments, shares, saves)
- ☐ Reach and impressions
- ☐ Profile visits
- ☐ Link clicks
- ☐ Email sign-ups (from organic sources)
- ☐ Top-performing content
- ☐ Other: _____

Where will you track metrics?

- ☐ Platform analytics (Instagram Insights, Facebook Analytics, etc.)
- ☐ Google Analytics (for website/blog traffic)
- ☐ Spreadsheet or tracker
- ☐ Social media management tool (Later, Buffer, etc.)
- ☐ Other: _____

Review schedule:

- ☐ Weekly review (every _____)
- ☐ Monthly deep dive (first _____ of the month)

16. What will you do with the data?

If a post performs well:

If a post underperforms:

Monthly optimization actions:

- ☐ Double down on top-performing content types
- ☐ Test new formats or topics
- ☐ Refresh underperforming content
- ☐ Update hashtag strategy
- ☐ Adjust posting times
- ☐ Other: _____

90-DAY ORGANIC GROWTH ACTION PLAN

MONTH 1 FOCUS:

Primary goal: _____

Key actions:

MONTH 2 FOCUS:

Primary goal: _____

Key actions:

MONTH 3 FOCUS:

Primary goal: _____

Key actions:

NOTES & IDEAS
