

Digital & Social Media Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a digital and social-media plan for an FMCG brand — platform choice, content pillars, always-on vs campaign, performance vs brand spend, and community — so you build brand and drive e-com/D2C without wasting budget. Use it for digital strategy. For influencers use the Influencer & Creator Campaign tool.

Purpose of this tool & output

Build the brand online where consumers are

How the output is used

Use it to build the brand online where consumers are — a digital and social-media plan across content, performance and community.

Important cautions

Balance brand-building with performance; keep all food/health content FSSAI/ASCI-compliant.

Companion documents

- Brand Marketing Plan
- Influencer & Creator Campaign
- Content Calendar & Creatives
- BTL Activation & Experiential Plan
- PR & Communications Plan
- Consumer Loyalty & Community Program

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.