

SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

TYPE OF BUSINESS: **Godsend Virtual Services**

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Virtual Assistant / Freelancer

MANAGEMENT PLAN

1. Business Branding - Completed

2. Social Media Assessment and Planning

- Facebook Page - Completed
- Instagram - Completed
- Twitter - Completed
- YouTube - Optional

3. Keyword Research - Done

4. Social Media Creation and Optimization

- Account Creation - Completed
- Important details / General Information
- Profile Picture
- Cover Photo
- Bio Information
- Website - Needs to be created
- Headers and Taglines
- Hashtags

5. Social Media Content Creation

Shortlist of type of Contents to Be Posted

- a. GIFS
- b. Photos - Before and After

6. Social Media Content Management

- Schedule of Posting - Everyday
- Target Number of Post Per Day- Once a day - Twice a day

7. Social Media Interaction and Community Growth and Management

- Generate shortlist of Relevant Questions and Topics
- Shortlist of Communities, Pages and Sites to Join.

8. Interactions / Engagement

- Public, Shareable, Printable
- Request for Feedbacks
- Ratings to Experience or service purchased.
- Generate Automated default / Initial Greeting Messages and Responses

9. Insights

Create Account in Social Media Monitoring tool

- Keyhole
- Hootsuite
- Twitter Counter
- Tweet Reach

MARKETING PLAN

1. Identifying Target Market

- Business Owners
- CEO's
- Freelancers

2. Creating Marketing Plan

- Content Calendar

3. Brand Awareness

- Regular Posting of Services to all social media accounts / platforms
- Display Ads
- Custom Hashtags

4. Promoting Services

- Social Media Posts
- FB Ads
- Client's Reviews and Feedbacks

5. Marketing and Advertising

- Organic
- Paid

6. Networking

- Sites, Communities and Pages with Similar rendered services.

7. Monitoring and Evaluating Campaigns

- Reports

8. Engagements

- Surveys

9. Insights

- Social Media Marketing Tools
Keyword Planner