

Social Media Management and Marketing Plan

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Social Media Management Plan

1. Business Branding - Completed (To be updated)
2. Social Media Assessment and Planning
 - a. Facebook Account - To be optimized
 - b. Facebook Page - To be created
 - c. Instagram - To be created
 - d. Twitter - To be created
 - e. LinkedIn - To be optimized
 - f. Youtube - Looking into consideration
3. Keyword Research - Completed
4. Social Media Creation and Optimization
 - a. Account creation - Refer to #2
 - b. General Information
 - c. Profile Photo
 - d. Cover Photo
 - e. Logo
 - f. Website
 - g. Tagline
5. Social Media Content Creation
 - a. Content mostly done using Canva Pro
 - b. Type of Contents
 - Photos
 - Videos
 - Posters

- GIF

6. Social Media Content Management

- a. Schedule of Posting - Everyday
- b. Number of Post per Day - 1 to 2 times
- c. Variations in the type of content

7. Social Media Interaction and Community Growth and Management

- a. Join related professional Groups or Communities
- b. Like and Follow skills-related Pages
- c. Participate and interact in groups/communities Discussions

8. Interactions

- a. Pages and Accounts in Public view
- b. Generate automated intro messages and responses
- c. Immediate response to queries
- d. Encourage feedback to services delivered

9. Insights

- a. Use of social media Monitoring Tools if needed
- b. FaceBook Page/Instagram/Twitter Insights

Social Media Marketing Plan

1. Identifying the Target Market/Audience
 - a. Gender
 - b. Age
 - c. Geographic Locations
 - d. Interests

2. Creating a Marketing Plan
 - a. Executive Summary
 - b. Setting of Metric Driven Goals
 - c. Outline of Ideal Customers
 - Gender
 - Age
 - Main Activities
 - Social Media Hang out
 - d. Content Calendar
 - Weekly Content
 - Best time to post
 - e. Research Competitors
 - Activities of competitors
 - Social Media Metrics
 - Use Social Media Analytics Tools
 - Document best posts of competitors

3. Brand Awareness
 - a. Custom hashtags
 - b. Regular postings in all accounts
 - c. Collaborations with Influencers

4. Promoting Products and Services
 - a. Social Media Posts
 - b. Facebook Ads
 - c. Blog Posts
 - d. Customer Reviews
 - e. Email Marketing

5. Marketing and Advertising
 - a. Organic postings
 - b. Paid Ads
6. Networking
 - a. Sites, Communities and Pages with similar businesses or related services
7. Monitoring and Evaluating Campaigns
 - a. Creating Metrics
 - b. Comparative Social Analytics Tools
 - c. Reports
8. Engagements
 - a. Video and Email
 - b. Polls and Surveys
 - c. Messenger Bots
9. Insights
 - a. Social Media Marketing Tools