



# Social Media Management and Marketing Plan

## A. Management

1. Business Branding – completed
2. Social Media Assessment and Planning
  - a. Facebook Page – to be created
  - b. Instagram Account – to be created
  - c. LinkedIn Account – to be updated
  - d. Twitter Account – to be created
3. Keyword Research – completed
4. Social Media Creation and Optimization – to be created
5. Social Media Content Creation – to follow, once point 2 and 4 are created
6. Social Media Content Management – once point 5 is done
7. Social Media Interaction and Community Growth and Management
8. Interaction Engagements – to be advised
9. Insights – for discussion



## B. Marketing

1. Identifying Target Market
  - a. Business Owners
  - b. Executives
  - c. Entrepreneurs
2. Creating Market Plan
  - a. Showcase offered services
3. Brand Awareness – will be done through social media content
4. Promoting Products and Services
  - a. Through schedule posting on different social media platform
5. Marketing and Advertising – for creation
6. Networking – to be done through Soc Media Accounts
7. Monitoring and Evaluating Campaigns
8. Interaction Engagements – to be advised
9. Insights – for discussion



got too much workload?  
let me help.

# Scheduled Social Media Contents

## Twitter

The Twitter interface displays a calendar view of scheduled posts for the account 'adriano\_gizelle' from June 22 to 28, 2020. The interface includes a 'Publisher' tab, a 'Planner' tab (selected), and a 'Content' tab. The 'Planner' tab shows a grid of posts scheduled for each day at 12:00pm. The posts are as follows:

Day	Post Content
Mon 22	Welcome
Tue 23	Do you kn
Wed 24	Stop the s
Thu 25	Whatever
Fri 26	Feels like
Sat 27	We, as virl
Sun 28	In everyth

The interface also includes a 'New Post' button and an 'Upgrade my plan' button. The 'Content' tab shows a list of posts for each day, including the post content and the time it was scheduled for.

## Instagram

The Instagram interface displays a calendar view of scheduled posts for the account 'adriano.gizelle' from June 22 to 28, 2020. The interface includes a 'Publisher' tab, a 'Planner' tab (selected), and a 'Content' tab. The 'Planner' tab shows a grid of posts scheduled for each day at 12:00pm. The posts are as follows:

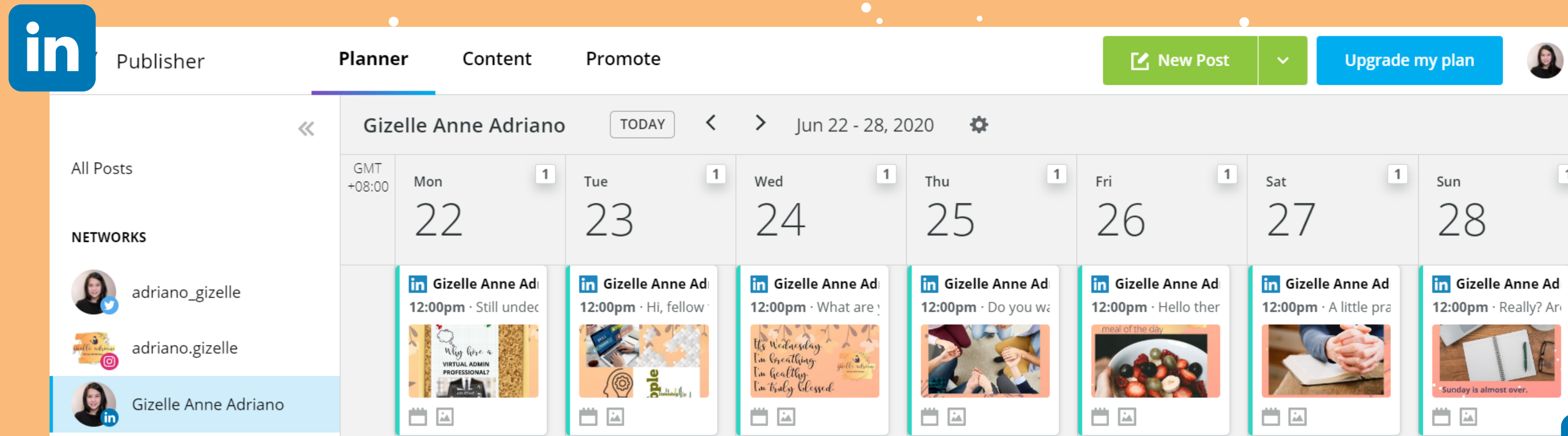
Day	Post Content
Mon 22	Coming sc
Tue 23	Hi everyor
Wed 24	Hi there! /
Thu 25	Quote of t
Fri 26	Always th
Sat 27	One of the
Sun 28	Once in a

The interface also includes a 'New Post' button and an 'Upgrade my plan' button. The 'Content' tab shows a list of posts for each day, including the post content and the time it was scheduled for.







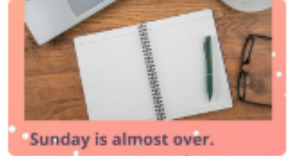


# Scheduled Social Media Contents

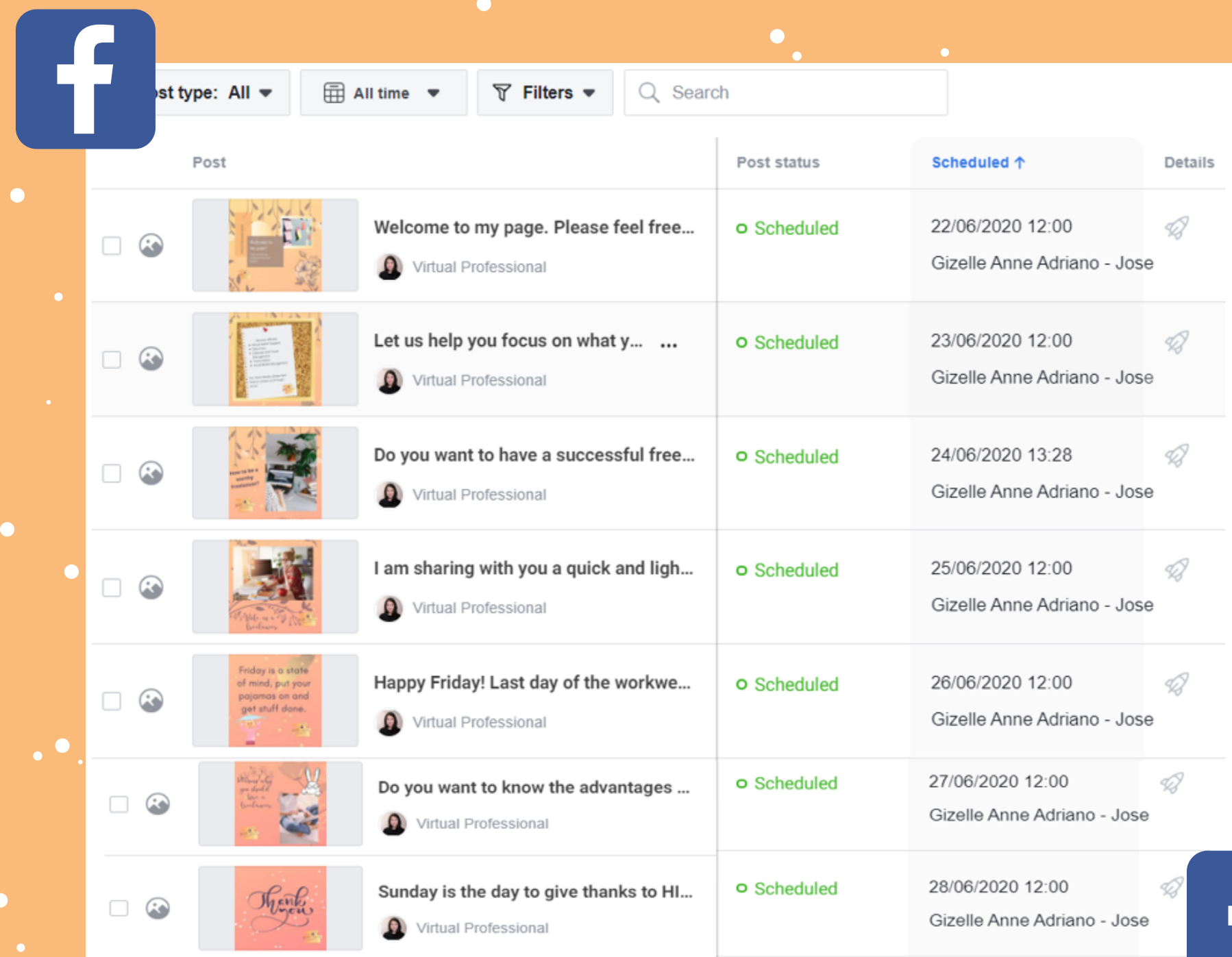
## LinkedIn






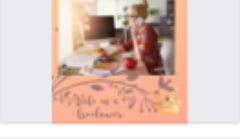
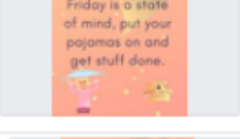
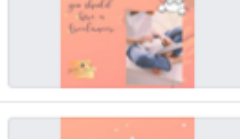
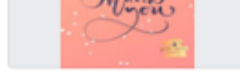
The LinkedIn Planner interface displays a calendar view for the user 'Gizelle Anne Adriano' for the week of June 22 to June 28, 2020. The interface includes a left sidebar with 'All Posts' and 'NETWORKS' (listing 'adriano\_gizelle', 'adriano.gizelle', and 'Gizelle Anne Adriano'). The main calendar grid shows posts scheduled for each day at 12:00pm. Each post includes a thumbnail image and a brief description.

GMT +08:00	Mon 22	Tue 23	Wed 24	Thu 25	Fri 26	Sat 27	Sun 28
	 Gizelle Anne Ad 12:00pm · Still undec	 Gizelle Anne Ad 12:00pm · Hi, fellow	 Gizelle Anne Ad 12:00pm · What are	 Gizelle Anne Ad 12:00pm · Do you want	 Gizelle Anne Ad 12:00pm · Hello ther	 Gizelle Anne Ad 12:00pm · A little pra	 Gizelle Anne Ad 12:00pm · Really? Ar

## Facebook



The Facebook interface displays a list of scheduled posts for the page 'Virtual Professional'. The posts are scheduled for the week of June 22 to June 28, 2020. Each post includes a thumbnail image, a description, and the scheduled time.

Post	Post status	Scheduled ↑	Details
 Virtual Professional Welcome to my page. Please feel free...	Scheduled	22/06/2020 12:00 Gizelle Anne Adriano - Jose	
 Virtual Professional Let us help you focus on what y...	Scheduled	23/06/2020 12:00 Gizelle Anne Adriano - Jose	
 Virtual Professional Do you want to have a successful free...	Scheduled	24/06/2020 13:28 Gizelle Anne Adriano - Jose	
 Virtual Professional I am sharing with you a quick and ligh...	Scheduled	25/06/2020 12:00 Gizelle Anne Adriano - Jose	
 Virtual Professional Happy Friday! Last day of the workwe...	Scheduled	26/06/2020 12:00 Gizelle Anne Adriano - Jose	
 Virtual Professional Do you want to know the advantages ...	Scheduled	27/06/2020 12:00 Gizelle Anne Adriano - Jose	
 Virtual Professional Sunday is the day to give thanks to HI...	Scheduled	28/06/2020 12:00 Gizelle Anne Adriano - Jose	

# Organic Social Media Campaign

1. **Know your target audience** - Business Owners, Executives, Entrepreneurs
2. **Define your goals** - Promotion of services and brand awareness
3. **Select Social Media Channel** - Facebook
4. **Create Campaign**
  - a. *Photo Visual*



b. *Text*

## **Get 50% off on freelancing services we offer**

Not sure how this freelancing service/virtual admin service works? Is your company ready for a smart working type of work? We can help you decide and try out our services without the need of paying a full-time rate. Here are some of the benefits of hiring a Virtual Professional:

1. Reduced labor costs
2. Improved work quality
3. Increased productivity
4. Improved your products and services
5. Freeing up your time and designating it to the most important part of your company



## Be productive and do what you do best!

Here's how to join:

- a. Like my page
- b. Tag 5 friends who might be interested in joining and availing our services
- c. Share this post in your timeline (settings should be in public)

Raffle draw will be on June 30, 2020. We will notify the winner via private message.

### *c. Links / Landing Page / App*

Please get to know us more by following our accounts:

- <https://www.instagram.com/adriano.gizelle/>
- [https://twitter.com/adriano\\_gizelle](https://twitter.com/adriano_gizelle)
- [www.linkedin.com/in/adrianogizelle](http://www.linkedin.com/in/adrianogizelle)
- <https://bit.ly/3fAqgML>

## 5. **Create a content calendar for a week / month** - done/created





# Facebook - Social Media Content Plan



**Content: Welcome Post**

Date: June 20, 2020  
Time of posting: 12:00pm  
Status: posted



**Content: Services offered**

Date: June 21, 2020  
Time of posting: 12:00pm  
Status: scheduled



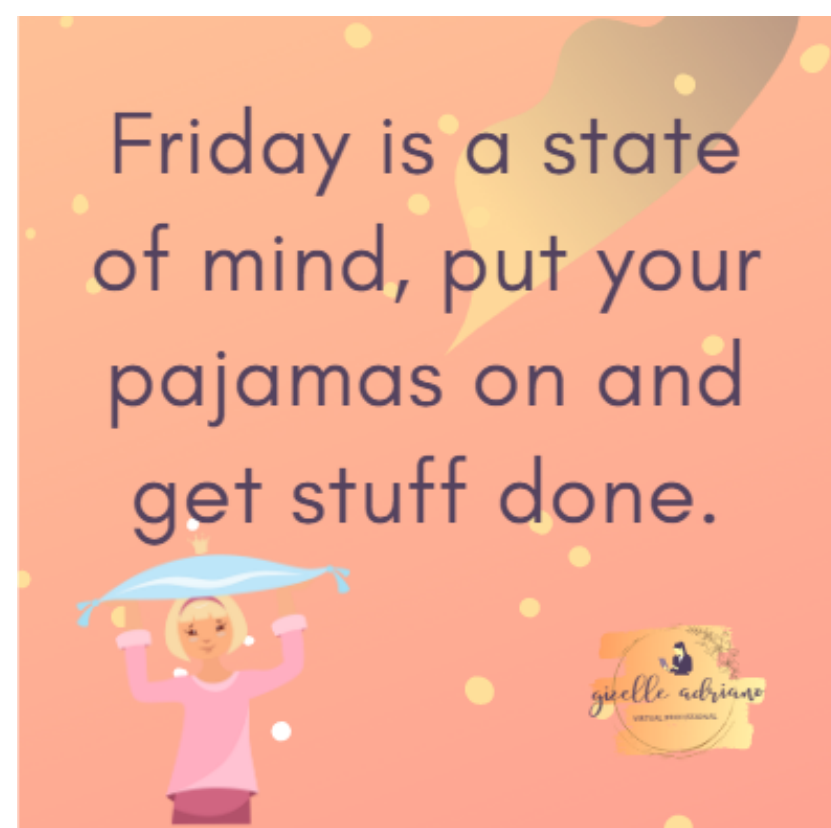
**Content: Proving your worth as freelancer;**  
<https://www.youtube.com/watch?v=cC-UncPKOLA>

Date: June 22, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Life as a freelancer; motivational post;**  
<https://www.thehealthyva.com/blog/a-day-in-the-life-healthy-virtual-assistant>

Date: June 23, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Friday Motivation**

Date: June 24, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Reasons on why to hire a freelancer**

Date: June 25, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Thank you prayer**

Date: June 26, 2020  
Time of posting: 12:00pm  
Status: scheduled



# Instagram - Social Media Content Plan



**Content: Coming soon post; sneak peek.**

Date: June 20, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Quote of the day**

Date: June 21, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Getting to know more about the services I offer**

Date: June 22, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Thursday Motivation**

Date: June 23, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Say a little thank you prayer**

Date: June 24, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Get to know me :)**

Date: June 25, 2020  
Time of posting: 12:00pm  
Status: scheduled

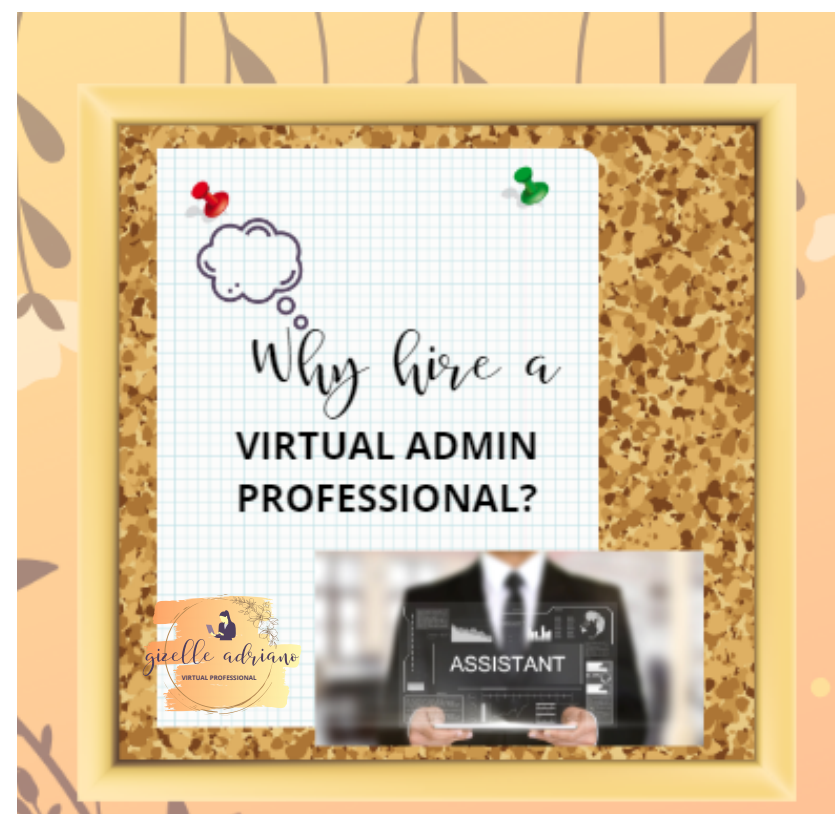


**Content: Health; It's okay to rest and unwind**

Date: June 26, 2020  
Time of posting: 12:00pm  
Status: scheduled



# LinkedIn - Social Media Content Plan



Content: Linked from a blog post on why you should hire a Virtual Assistant.  
<https://www.virtualassistantuk.org/benefits-of-virtual-office-assistant/>

Date: June 20, 2020  
 Time of posting: 12:00pm  
 Status: scheduled



Content: Free online course via Skill share

Date: June 21, 2020  
 Time of posting: 12:00pm  
 Status: scheduled



Content: Wednesday Motivation

Date: June 22, 2020  
 Time of posting: 12:00pm  
 Status: scheduled



Content: Share 1 group page for VA's

Date: June 23, 2020  
 Time of posting: 12:00pm  
 Status: scheduled



Content: Health and Fitness, engagement post

Date: June 24, 2020  
 Time of posting: 12:00pm  
 Status: scheduled



Content: Prayers during these trying times

Date: June 25, 2020  
 Time of posting: 12:00pm  
 Status: scheduled



Content: Preparing for Monday, engagement post

Date: June 26, 2020  
 Time of posting: 12:00pm  
 Status: scheduled



# Twitter- Social Media Content Plan



**Content: Welcome Post**

Date: June 20, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Youtube Video;**  
[https://www.youtube.com/watch?v=3ooKv8\\_JysA](https://www.youtube.com/watch?v=3ooKv8_JysA)

Date: June 21, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Staying safe during Covid19**

Date: June 22, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Quote of the day**

Date: June 23, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Stories to inspire**

Date: June 24, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Health and wellness reminder**

Date: June 25, 2020  
Time of posting: 12:00pm  
Status: scheduled



**Content: Thankful Sunday**

Date: June 26, 2020  
Time of posting: 12:00pm  
Status: scheduled