



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.