



Social Media Management and Marketing Plan

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Goals

I. Management

1. Business Branding - Completed
2. Social Media Assessment and Planning
 - a. Facebook Page - completed
 - b. LinkedIn - completed
 - c. Instagram - complete
 - d. Twitter - completed
 - e. Hootsuite - completed
3. Keyword Research - Completed
4. Social Media Creation and Optimization - completed
5. Social Media Content Creation - completed
6. Social Media Content Management - completed
7. Social Media Interaction and Community Growth & Management
8. Interactions / Engagements
 - a. SMM Content Plan - scheduled and posted
 - b. Organic Social Media Campaign - created
9. Insights

II. Marketing

1. Identifying Target Market
2. Creating Marketing Plan
3. Brand Awareness
4. Promoting Product and Services
5. Marketing and Advertising
6. Networking
7. Monitoring and Evaluating Campaigns
8. Interactions / Engagements
9. Insights

