



SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

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Type of Business : Online
Location/Area of Operation : Philippines

SOCIAL MEDIA MANAGEMENT PLAN

1. Business Branding - **Completed**
2. Social Media Assessment and Planning
 - a. Facebook Page - **Completed**
 - b. Instagram - **To be created**
 - c. Twitter - **To be created**
 - d. Pinterest - **To be created**
 - e. Youtube - **Optional**
3. Keyword Reaserch - **Done**
4. Social Media Creation and Optimization
 - a. Account creation - **For completion**
 - b. General Information
 - c. Profile Picture / Logo
 - d. Cover Photo
 - e. Bio Information
 - f. Website - **To be created**
 - g. Header & Tagline
 - h. Hashtags

} **Need to be optimized**
5. Social Media Content Creation
 - a. Type of contents to be posted - **For completion**
 - ✓ Photos
 - ✓ Videos
 - ✓ Posters
 - ✓ GIFs
6. Social Media Management
 - a. Post Frequency - **Everyday**
 - b. Number of post per day - **1 to 2 times**
 - c. Watermarks / Logo / Links / QR Codes
7. Social Media Interaction and Community Growth and Management
 - a. Join and interact with related Groups / Communities / Pages
 - b. Share Information relevant to current events and latest trends
 - c. Conduct relevant surveys / polls

8. Interactions
 - a. Public / Shareable / Printable
 - b. Request for Feedback
 - c. Rating to Experience / Services delivered
 - d. Generate Default Comment to Posts in the actual page, in other interactive and Related Sites
 - e. Generate Automated Greeting Messages & Responses
 9. Insights
 - a. Create Accounts
 - ✓ Keyhole
 - ✓ Hootsuite
 - ✓ Twitter Counter
 - ✓ Tweet Reach
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SOCIAL MEDIA MANAGEMENT PLAN

1. Identifying the target Market
 - a. Gender
 - b. Age
 - c. Community Group / Bracket
 - d. Geographical Locations
 - e. Defined Market Sectors
2. Creating Market Plant
 - a. Executive Summary
 - b. Setting of Metric Driven Goals
 - c. Outline of Ideal Customers / Users Personas
 - ✓ Gender
 - ✓ Age
 - ✓ Active
 - ✓ Income
 - ✓ Main Activities
 - ✓ Primary Uses of Social Media
 - d. Content Calendar
 - ✓ Weekly Content
 - ✓ Best time to post - To be observed on the first week
 - e. Research Competitors
 - ✓ Division of Competitors
 - ✓ Social Media Strategy
 - ✓ Yearly Growth
 - ✓ Market Capital
 - ✓ Marketing Tactics
 - ✓ Primary Uses of Social Media

1. Blog / Contents Marketing
 2. Social Media Marketing
 3. SEO Marketing
 - ✓ SWOT Analysis
 - ✓ Set of Accurate Key Baseline and Metrics
 - ✓ Reporting Guidelines
 3. Brand Awareness
 - a. Custom Hashtags
 - b. Display Ads
 - c. Regular Postings in all Accounts
 - d. Collaborations and Partnerships
 - e. Infographics
 4. Promoting Products and Services
 - a. Google My Business Promotions
 - b. Email Marketing
 - c. Blog Posts
 - d. Customers Reviews
 - e. Social Media Posts
 - f. Facebook Ads
 5. Marketing and Advertising
 - a. Organic
 - b. Paid
 6. Networking
 - a. Sites, Communities and Pages with similar business, related services
 7. Monitoring and Evaluating Campaigns
 - a. Creating Metrics
 - b. Comparative Social Analytics Tools (Real Time)
 - c. Reports
 8. Engagements
 - a. Video and Emails
 - b. Polls and Surveys
 - c. Messenger Bots
 - d. Calculation and Infographics
 9. Insights
 - a. Social Media Marketing Tools
 - ✓ Keyword Planner
 - ✓ Google Trends
 - ✓ We are Social
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