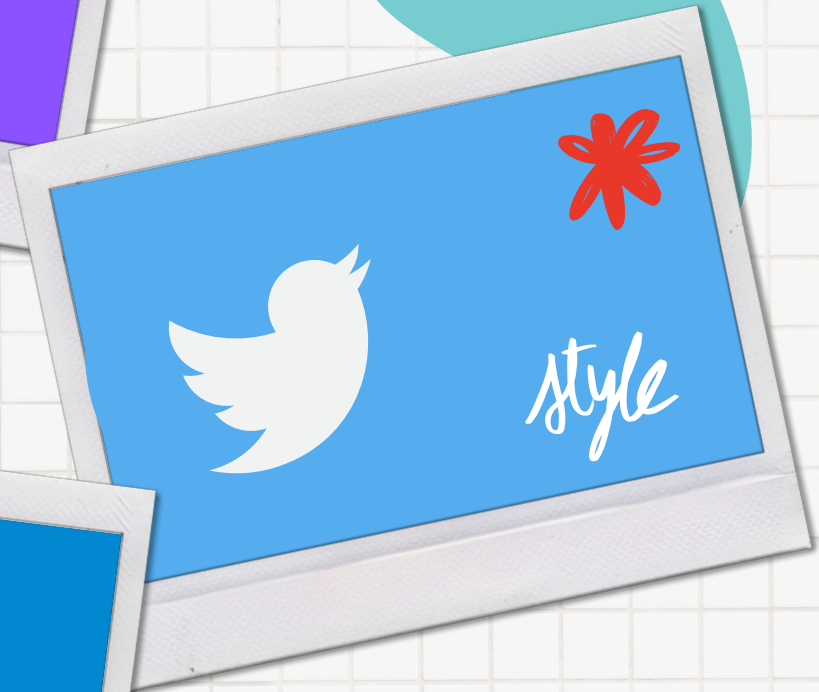


Million  
like, share and  
interactions



Congratulations!



# SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

**TYPE OF BUSINESS: SPARK CHANGE VIRTUAL ASSISTANCE**

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## **MANAGEMENT PLAN**

### **1. Business Branding - Completed**

- a. Color Palette - Completed
- b. Brand Fonts - Completed
- c. Brand Logo - Completed
- d. Brand Mission, Vision, and Goal - Completed
- e. Identification of Brand services to offer - Completed

### **2. Social Media Assessment and Planning**

- a. Facebook Page - Completed
- b. Instagram - Completed
- c. Twitter - Completed
- d. LinkedIn - To be Created
- e. Pinterest - Optional
- f. Youtube - Optional

**3. Keyword Research - Completed** and Hashtags were made according to the applicable words then included in every social media post.

### **4. Social Media Creation and Optimization**

- a. Account Creation - Completed

Including:

- General Information/Important Details
- Profile Picture
- Cover Photo
- Bio Information
- Website
- Headers and Tagline
- Hashtag

## **5. Social Media Content Creation**

- a. List of types of Contents to be posted
  - Photos with an inspirational quote
  - GIFS
  - Short Video Presentation
  - Infographics with a short text
  - Photos with before and after
  - Humorous photos related to the brand

## **6. Social Media Content Management**

- a. Schedule of Posting - Every day
- b. Target Number of Post per day - 3 posts
- c. The time when to post - Every 10 am, 3 pm, and 6 pm
- d. Brand Logo - Should be present in every post

## **7. Social Media Interaction and Community Growth and Management**

- a. Generate a Shortlist of Relevant Questions and Topics.
- b. Generate a shortlist of Pages and sites to join.

## **8. Interactions/Engagement**

- a. Public and Shearable.
- b. Generate automated page and messages greetings.
- c. Request for feedback and ratings according to their experience with the services provided.
- d. Generate Default Comment to posts on the actual page.

## **9. Insights**

1. Create Accounts in Social Media Monitoring Tool
  - a. Keyhole
  - b. Hootsuite
  - c. Twitter Counter



# MARKETING PLAN

## 1. Identifying Target Market

- a. Age
- b. Gender
- c. Community Group/Bracket
- d. Geographical Locations
- e. Specific Market Sectors
- f. Preferred/most needed services

## 2. Creating Marketing Plan

- a. Executive Summary
- b. The setting of Metric Driven Goals
- c. Outline of Ideal Customers
  - Age
  - Gender
  - Actively using social media.
  - What primary social media they are using.
  - Main Activities while using the social media platform.
- d. Content Calendar
- e. Research of Competitors
  - Determine the Primary and Secondary Possible Competitors.
  - Competitors Marketing Tactics used
    - Contents Marketing
    - Social Media Marketing
    - SEO Marketing
    - Video Marketing
  - Social Media Strategy
  - Yearly Growth

## 3. Brand Awareness

- a. Regular Posting in all accounts
- b. Custom Hashtags
- c. Display Ads
- d. Infographics

## 4. Promoting Products and Services

- a. Social Media Posts
- b. Previous Customers reviews
- c. Facebook Ads
- d. Post Blogs

## 5. Marketing and Advertising

- a. Organic
- b. Paid

## **6. Networking**

- a. Determine the Sites and Pages with similar business and related services.

## **7. Monitoring and Evaluating Campaigns**

- a. Generate Monthly Reports.
- b. Use Comparative Social Analytics tools (Real-Time).
- c. Customer Feedback Assessment.

## **8. Interactions / Engagement**

- a. Infographics
- b. Photos with questions to promote interaction.
- c. Polls and survey
- d. Videos

## **9. Insights**

1. Use Social Media Tools
  - Google Trends
  - Keyword Planner