



# Organic Social Media Campaign





**Target Market:** Business owners and freelancers  
**Goals:** Brand Awareness, reach, engagement, and leads  
**Social Media Channel:** Facebook and Instagram  
Create Campaign.





1. *Encourages engagements*

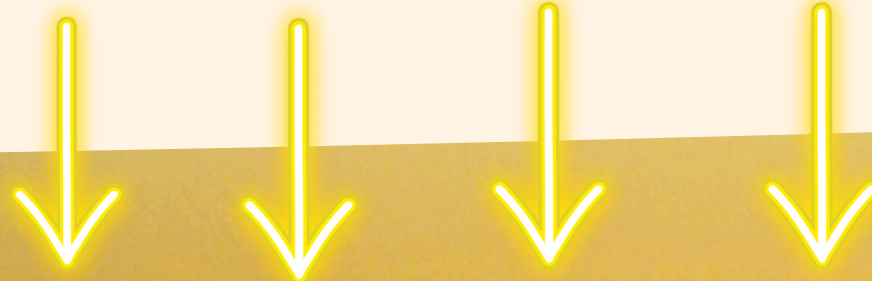


# a. Content Photo/ Visual



## *Time Machine*

What advice will you  
give to your teen self  
and to your future self?





## **b. Text**

What do you think? As for my **#teen self**, I would probably say "just enjoy the ride" and not rush things. You will experience being a **#young adult** in the future, you will have **#job** or try being a **#freelancer**, and you will not regret any because you enjoyed your time as a teen. And as for my old self, I will say, "Good job. You fought well.."  
How about you?





## 2. *Relatable*



# a. Content Photo/ Visual

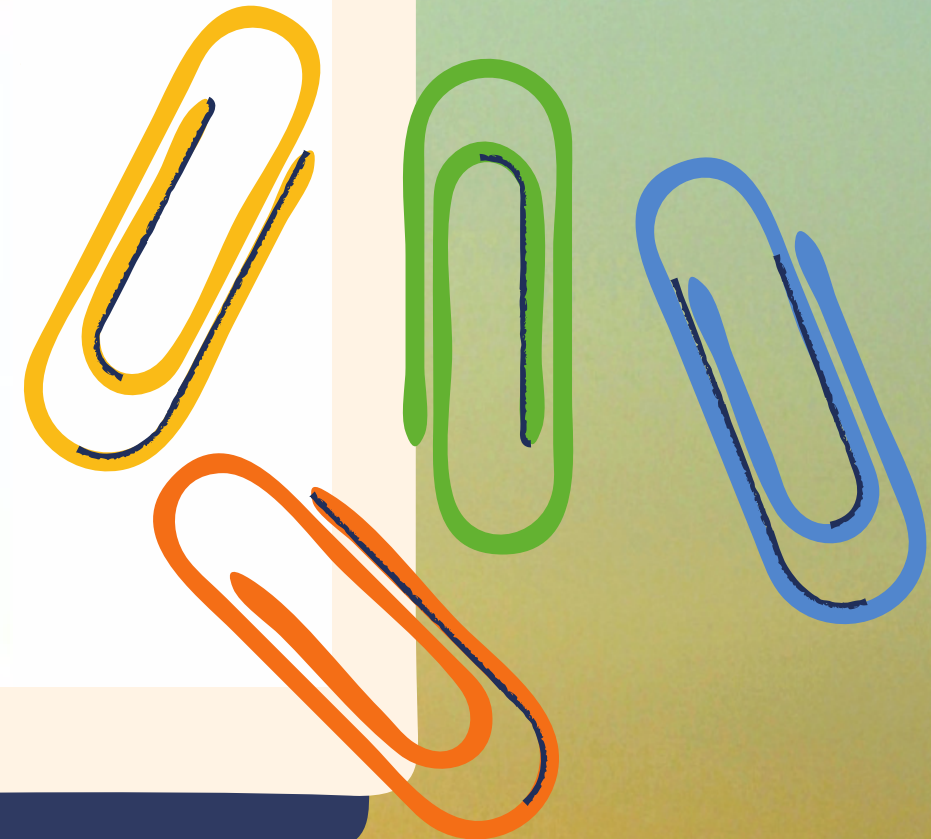


When we work at home.

Zoom meeting,  
audio only



Zoom meeting  
with video





## **b. Text**

### **Can relate?**

One of the perks of working from home. There is no hustle of deciding what to wear for work or iron your uniform and, most importantly, no traffic.

**#freelancerinthehouse**





### 3. Social Proof

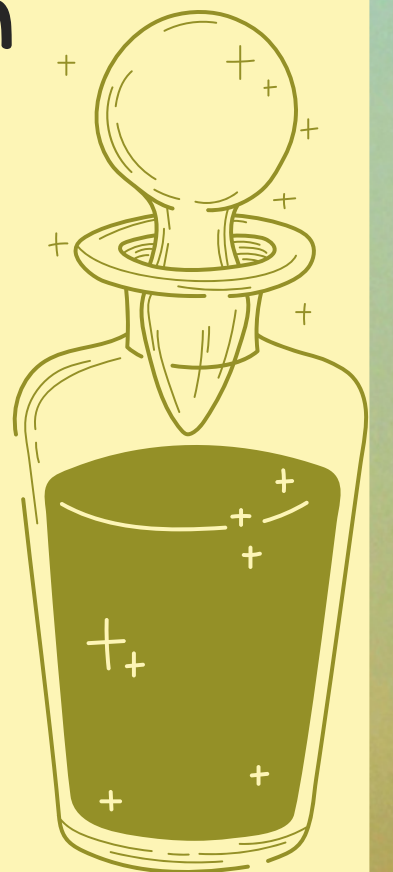


## a. Content Photo/ Visual

My own experience, transitioning from being a hospital pharmacist to being a Virtual Assistant.



1. The struggle is real. That's why when you want to become a freelancer, and it's your first time. Consider enrolling in a course or training.
2. After learning what is a Virtual Assistant or a freelancer be sure to know your chosen niche.
3. Build your Portfolio, your confidence, and your discipline.
4. Apply until you land your dream job.





## b. Text

As I share my journey of becoming a **#freelancer**. I hope I can **#inspire** and give an idea of how I do it.





# 4. Guides



# a. Content Photo/ Visual

- 1 Communication/be available to talk
- 2 Giving Feedback
- 3 Trust

Building VA and  
Client professional  
relationship





## b. Text

### #BuildingVAandclientprofessionalrelationship

1. **#communication** - The client is giving the VA what they need to complete the tasks. VA, communicating effectively to avoid confusion and make the job done according to the client's standards.
2. **#Givingfeedback** - Feedback from the clients will allow the VA room to innovate and ways to improve. Clients can also get more from the VA by getting feedback regarding task completion and their role.
3. **#Trust** - As for clients trusting the VA will not be immediate. But VA can earn them. VA's have a lot to offer if given a chance.





# 5. Giveaway



## a. Content Photo/ Visual



Win a 1 week of  
Social Media  
Content writing  
service for free!

like,tag and share





# b. Text

**Win a 1 week of Social Media Content writing service for free!**

Be the next Client getting a **#FREE Social Media Content Writing service for free**. How to join? Here are the procedures:

1. Like my Page
2. Tag 3 friends in the comment section who might be interested.
3. Share this post in your timeline under a public setup.

Very easy, right?

I will choose 1 winner on August 31, 2021, via an online random name picker and announce the winner on the same date.

Looking forward to serving you!