



SOCIAL MEDIA

MANAGEMENT AND MARKETING PLAN

HOW TO INCREASE SALES AND ENGAGEMENT THROUGH SOCIAL MEDIA

FIBE AUDAL

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Social Media Management and Marketing Plan

Type of business: Retail Business

Location of Business: Philippines

Social Media Management Plan

1. Business Branding - Completed
 2. Social Media Assessment Planning
 - a. Facebook Page - created
 - b. Instagram - created
 - c. Twitter - created
 - d. Pinterest - on process
 - e. YouTube - N/A - should be done by influencers reviews on products
 3. Keyword Research - done
 4. Social Media Creation and Optimization
 - a. Account Creation - done
 - b. General Information
 - c. Profile Picture / Logo
 - d. Cover Photo
 - e. Bio information
 - f. Website - on process
 - g. Header and Tagline - for approval
 - h. Hashtags
 5. Social Media Creation
 - a. Type of contents to be posted
 - i. HD Photos of products
 - ii. Videos (Tiktok reviews and Reels)
 - iii. Photos with pros description (posters)
 - iv. GIFs
- For optimization. Note to insert 2-3 keywords for contents description and captions.
- Product description on website should be optimize as well.

6. Social Media Content Creation

- Post frequency (2 times a day - only choose 2)
 - Day A - scheduled at 20mins before lunch break
 - Day B - scheduled at 20mins after dinner time
 - Day C - scheduled at 6:30AM
 - Day D - scheduled at 5:30PM
 - Day E - scheduled at 9:30 PM
- Watermarks / Logo
- Posting on FB groups - once a week (group related and location based)

7. Social media interaction and Community Growth & Management

- Join and interact related groups / communities and pages
- Share news and current events (e.g. Typhoon) with message of concern to audience
- Conduct relevant surveys and polls
- Games (share and win or share a review and win)

8. Interactions

- Public / Shareable / Printable
- Request for feedback and selfie of products
- Ratings to experience / services delivered
- Generate either default or personalized comments to posts
- Generate automated messages for FAQs

9. insights

- Create accounts
 - Keyhole
 - Hootsuite
 - Twitter Counter
 - Tweet Reach

Social Media Marketing Plan

1. Identifying the Target Market

- a. Gender
- b. Age
- c. Community group/bracket
- d. Geographical locations
- e. Defined market sectors

2. Create Marketing Plan

- a. Executive Summary
- b. Setting of Metric Driven Goals
- c. Outline of Ideal Customers / User personas
 - i. Gender
 - ii. Age
 - iii. Active
 - iv. Income
 - v. Main activities
 - vi. Primary uses of social media
- d. Content Calendar
 - i. Weekly content
 - ii. Best time to post (refer to Social media management #6)
- e. Research Competitors