



# Social Media Management and Marketing Plan

## I - Management

1. Business Branding - Partially completed
  - a. Logo - Completed
  - b. Website - Needs to be created
2. Social Media Assessment and Planning
  - a. Facebook Page - Needs to be created
  - b. Facebook Group - Needs to be created
  - c. Twitter - Needs to be created
  - d. Instagram - Needs to upgrade to a business account
  - e. LinkedIn - Done
  - f. Pinterest - Needs to be created
  - g. Youtube - Needs to be created
3. Keyword Research - Done
4. Social Media Creation and Optimization
  - a. Facebook Page - Needs to be created and optimized
  - b. Twitter - Needs to be created and optimized
  - c. Instagram - Needs to upgrade to a business account and optimized
  - d. LinkedIn - Needs to be optimized
5. Social Media Content Creation - Needs to be created
6. Social Media Content Management - Need to be done
7. Social Media Interaction and Community Growth & Management
8. Interaction Engagements
9. Insights



# Social Media Management and Marketing Plan

## II - Marketing

1. Identify target market
  - a. Dominant Gender: Male (CEO's, Entrepreneurs, Top Executives, Managers)
  - b. Age: 35 - 50 years old
  - c. Location: Australia, USA, Europe
2. Creating Marketing Plan
  - a. Personal Branding
  - b. SEO
  - c. Networking
3. Brand Awareness
  - a. Maximize organic social media presence
  - b. Facebook Ads
4. Promoting products and services
  - a. via Facebook page
  - b. via LinkedIn Account
  - c. through Advertisement
5. Marketing and Advertising
  - a. Organic - Social Media posts via Facebook mostly and LinkedIn with a link to the website
  - b. Paid - via Facebook Ads/Campaign, Google Adwords
6. Networking
7. Monitoring and Evaluating Campaigns
8. Interaction/Engagements
9. Insights