

Pauline's Virtual Business

SOCIAL MEDIA MANAGEMENT PLAN

- ✓ Business Branding - Completed
 - Business Title
 - Business Description
 - Logo
 - Branding Colour
- ✓ Social Media Assessment and Planning - Completed
 - Objective
 - Project Overview
 - Social Media Platforms
 - Facebook, Instagram, YouTube, Twitter, and LinkedIn (optional)
- ✓ Keyword Research - Completed
- ✓ Social Media Creation and Optimization - Completed
 - Social Media Account Setup
- ✓ Social Media Content Creation - Completed
- ✓ Social Media Content Management - Completed
- ✓ Social Media Interaction and Community Growth and Management
- ✓ Interactions - Ongoing
- ✓ Insights - Monitoring
 - Facebook Insights
 - Google Analytics

SOCIAL MEDIA MARKETING PLAN

- ✓ Identifying the Target Market – Completed
 - Target Audience
 - Demographics
 - Age and Location
 - Interest and Behaviors
- ✓ Creating a Marketing Plan – Completed
 - Business Content Calendar
 - Scheduling Ads Campaign
- ✓ Brand Awareness – Ongoing
- ✓ Promoting Products and Services – Completed
 - Preparing SMART Goal
 - Identifying KPI
- ✓ Marketing and Advertising – Ongoing
 - Facebook Ads Manager – Paid and Organic
 - Google Analytics
- ✓ Networking – Ongoing
- ✓ Monitoring and Evaluating Campaigns – Analyzing
 - Measure and Optimize Social Media Campaigns
 - A/B Testing
 - Ad Placement
 - ROI vs. ROAS
- ✓ Engagements – Ongoing
- ✓ Insights – Analyzing
 - Facebook Insights
 - Google Analytics

By: Princess Pauline Ambulo
Virtual Assistant | Social Media Manager