



SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

PREPARED BY:
MYRTLE BAUTISTA-ESPERANZA

SOCIAL MEDIA MANAGEMENT

BUSINESS BRANDING

Completed

SOCIAL MEDIA ASSESSMENT AND PLANNING

- a. Facebook page - Needs to be optimized, add services, description and welcome post
- b. Instagram - Needs to be optimized, add description, add posts
- c. Twitter - Needs to be optimized, add freelancing description, add a tweet
- d. LinkedIn - Needs to be optimized, add About section, add post

KEYWORD RESEARCH

- Main Keyword - virtual assistant services
- Supporting Keywords - best virtual assistant services, virtual assistant services philippines, virtual assistant services administrative, virtual assistant, hire virtual assistant, freelance virtual assistant, philippines virtual assistant, virtual assistant data entry, affordable virtual assistant, data entry specialist, internet research specialist, in demand virtual assistant services, virtual assistant services and rates, virtual assistant services package

SOCIAL MEDIA CREATION AND OPTIMIZATION

- Optimize Facebook page, Instagram for Business, Twitter and LinkedIn. Research recent features and updates and utilize them.
- Add Vision, Mission and Goals on the About/Description section, emphasize offered services, and indicate all contact information

SOCIAL MEDIA CONTENT CREATION

- Choose topics related to business service that are beneficial to target market
- Be consistent on the branding color and font and try different styles
- Use high-resolution and eye-catching images and add humor to posts to increase interactions

SOCIAL MEDIA CONTENT MANAGEMENT

- Schedule and plan posts based on the target audience
- Ensure high resolution photos and double check content, grammar and spelling

SOCIAL MEDIA INTERACTION AND COMMUNITY GROWTH MANAGEMENT

- Increase number of likes, profiles reached, interactions, and engagements
- Send invitations to like the page
- Join like-for-like/follow-for-follow campaigns
- Give immediate responses to clients' queries and comments and take note of their suggestions
- Personalize responses
- Use relevant hashtags
- Manage notifications to check effectiveness and quality of the content

INTERACTIONS AND ENGAGEMENTS

- Post relevant and eye-catching content
- Be proactive not only in managing social media platforms but also in engaging with potential clients/customers
- Get followers attention by asking questions or creating polls
- Offer promos, giveaways, or give rewards

INSIGHTS

- Be active, relevant, and valuable as possible on social media platforms
- Stay updated on current trends
- Establish strong relationships with the audience

SOCIAL MEDIA MARKETING

TARGET MARKET

Gender: Men and Women

Age: 25-45 years old

Location: Philippines and USA

MARKETING PLAN

- Set an objective and specific goal of the service
- Research and analyze target market and competitors
- Research marketing strategies and consider the budget
- Prepare alternative/backup plans
- Evaluate effectiveness of marketing strategies and be prepared for possible changes

BRAND AWARENESS

- Monitor social media engagements (likes, followers, shares, and comments)
- Explore possible collaborations with related services
- Interact to other related services' posts
- Run social media ads if budget is available

SOCIAL MEDIA MARKETING

PROMOTING PRODUCTS AND SERVICES

- Utilize all social media platforms and features to reach potential clients/customers
- Show personal interest when engaging to the target market
- Request client reviews and feedbacks to improve the service

MARKETING AND ADVERTISING

- Organic - Introduce services to family and friends. Join other groups related to the services offered
- Paid - Facebook ads or Google ads if budget is available

NETWORKING

- List down social media and email information of potential clients
- Maintain connections within the VA community
- Join groups with related services
- Invest in good customer support and after-sales service
- Referrals from family and friends

MONITORING AND EVALUATING CAMPAIGNS

- List down possible campaign ideas
- Run campaigns
- Identify measurement techniques
- Evaluate and quantify results

SOCIAL MEDIA MARKETING

ENGAGEMENTS

- Personalize approach and connect with the audience
- Prompt response to clients' inquiries and take appropriate actions on their suggestions
- Be active on social media and be consistent

INSIGHTS

- Keep track on current trends and always innovate
- Prioritize the clients' concerns and feedbacks
- Maintain strong relationship and connections with the clients
- Optimize and utilize social media features for effective free/low-budget marketing tools