



SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

I. Management

1. Business Branding - K. Lyn Virtual Assistance
 - a. Partially Completed
 - b. Website need to be created
 - c. Skype contact detail should be included for additional contact information
2. Social Media Assessment
 - a. Facebook page needs to be created
 - b. Twitter account needs to be created
 - c. LinkedIn account needs to be created
 - d. Instagram account needs to be created
3. Keyword Research
 - Completed
4. SM Creation and Optimization
 - a. Facebook optimized completely- <https://www.facebook.com/klynva/>
 - b. Twitter optimized completely- <https://twitter.com/klynva>
 - c. LinkedIn optimized completely-<https://www.linkedin.com/in/klynva/>
 - d. Instagram optimized completely- <https://www.instagram.com/klynva/>
5. SM Content Creation
 - a. Completed (see the Portfolio Social Media Content Creation)
6. SM Content Management
 - a. Posted the SM Content using Hootsuite and Facebook Scheduling (see the Portfolio Social Media Content Management)
7. SM Interaction and Community Growth
 - a. Very few connections in different social media sites
8. Interaction/ Engagement
 - a. Needs to post more and connect the social media sites with other people
9. Insights
 - a. All the contents should be relevant and interactive to catch the attention of the clients

II. Marketing

1. Target
 - a. Partially completed
 - b. Specific target market should be indicated
Include:
 - CEOs
 - Business Owners
 - Managers
 - Men/ Women 28-50 years old
2. Marketing Plan
 - a. Partially Completed
 - b. Needs to be more familiarized and be knowledgeable about Freelancing Services/ Virtual Assistance Services
3. Brand Awareness
 - a. Partially Completed
 - b. Needs to create social media accounts to post the information about the service
4. Promoting Products/Services
 - a. Partially completed
 - b. Other online freelancing platform accounts needs to be created to widely spread about the services
 - c. Needs to complete the social media accounts
5. Marketing and Advertising
 - a. Organic
 - b. Paid
 - Not yet done. Need to learn more about them but I think I go for organic first since I am starting to put up my business
6. Networking
 - a. Need to promote campaigns in different social media accounts such as Facebook, Twitter, Instagram and LinkedIn
7. Monitoring and Evaluation Campaigns
8. Engagement
9. Insights

Sample of Social Media Marketing Post in Facebook

