

# Social Media Management and Marketing Plan

## I - Management

1. Business Branding - Completed  
Logo



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 be created
3. Keyword Research - Completed
4. Social Media Creation and Optimization
5. Social Media Content Creation
6. Social Media Content Management
7. Social Media Interaction and Community Growth & Management
8. Interaction/Engagements
9. Insights

## **II - Marketing**

1. Identifying target market - Completed
2. Creating marketing plan
3. Brand awareness
4. Promoting products and services
5. Marketing and advertising
6. Networking
7. Monitoring and Evaluating Campaigns
8. Interaction/Engagements
9. Insights