

SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

I- MANAGEMENT

1. Business Branding- COMPLETED
2. Social Media Assessment and Planning
 - a. Facebook page- needs to be create
 - b. Facebook group - needs to be created
 - c. Instagram account- 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/Engagement
9. Insights

II- MARKETING

1. Identifying target Market- COMPLETED
2. Creating Marketing Plan- BRAND AWARENESS
3. Brand Awareness
4. Promoting products and services
5. Marketing and Advertising
 - a. organic
 - b. paid
6. Networking