

## **Social Media Management and Marketing Plan**

### **I. Management**

1. Business Branding - Complete
2. Social Media Assessment and Planning
  - a. Facebook Page - needs to be created
  - b. Facebook Groups - needs to be created
  - c. Twitter - needs to be used
  - d. Instagram - needs to be improved
  - e. Youtube Channel - needs to be created
3. Keyword Research
  - Completed
4. Social Media Creation and Optimization
  - Not yet
5. Social Media Content Creation
  - Not yet
6. Social Media Content Management
  - Not yet
7. Social Interaction and Community Growth & Management
  - Not yet
8. Interaction/Engagements
  - Not yet
9. Insights
  - Not yet

### **II. Marketing**

1. Identifying target market
  - a. CEO
  - b. Business Owners
  - c. Managers
2. Creating marketing plan
  - Administrative Support Specialist
3. Brand awareness
  - Not yet
4. Promoting products and services
  - Not yet
5. Marketing and advertising
  - Not yet

6. Networking
  - Not yet
7. Monitoring and Evaluation Campaigns
  - Not yet
8. Interaction/Engagements
  - Not yet
9. Insights
  - Not yet