



Social Media Management and Marketing Plan

I. Management

1. Business Branding - completed
2. Social Media Assessment and Planning
 - a. Facebook Page - to be created
 - b. LinkedIn - to be created
 - c. Instagram - to be created
 - d. Twitter - to be created
3. Keyword Research - completed
4. Social Media Creation and Optimization
 - a. To create accounts on Facebook, Instagram, Twitter and LinkedIn
5. Social Media Content Creation
6. Social Media Content Management
7. Social Media Interaction and Community Growth & Management
 - a. Join FB groups
8. Interaction/Engagements
9. Insights

II. Marketing

1. Identifying Target Market
 - a. Clients from Australia, Japan, USA
2. Creating Market Plan
3. Brand Awareness
4. Promoting Products and Services
5. Marketing and Advertising
 - a. Organic
 - b. Paid
6. Networking
7. Monitoring and Evaluating Campaigns
8. Interaction/Engagements
9. Insights