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SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

A. SOCIAL MEDIA MANAGEMENT PLAN

1. Business Branding - Completed
2. Social Media Assessment and Planning
 - a. Facebook Page = Completed
 - b. Twitter = Completed
 - c. Instagram = Completed
 - d. LinkedIn = Completed
3. Keyword Research = Completed
4. Social Media Creation and Optimization
 - a. Social Media Account Creation = Completed
 - b. Professional Profile Photo
 - c. Cover Photo
 - d. Personal Information
 - e. Hashtags
5. Social Media Content Creation
 - a. Identify and set goals
 - b. Plan Social Content
 - c. Write posts
 - d. Post Photos
 - e. Share Videos
 - f. Live Videos
6. Social Media Content Management
 - a. Set schedule for posting
 - b. Set target for number of posts everyday
7. Social Media Interactions and Community Growth and Management
 - a. Social Customer care
 - b. Create Valuable Interactions



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8. Interactions/Engagement

- a. Ask Questions
- b. Host a contest
- c. Go Live
- c. Ask for Feedback

9. Insights

- 1. Signup in Social Media Analytics Tool
 - a. Google Analytics
 - b. Brand24
 - c. Twitter Search

B. SOCIAL MEDIA MARKETING PLAN

1. Identifying the Target Market

- a. Community Bracket

2. Creating a Marketing Plan

- a. Define goals
- b. Define brand mission
- c. Define Target Audience
- d. Conduct Competitor Analysis
- e. Conduct Market Analysis
- f. Outline marketing strategy

3. Brand Awareness

- a. Post regularly = Social Media Accounts
- b. Hashtag search
- c. Pricing
- d. Constant campaign
- d. Advertisements

4. Promoting Products and Services

- a. Google Ads
- b. Social Media posts
- c. Customer review
- d. Blog posts
- e. Facebook Ads

5. Monitoring and Advertising

- a. Organic
- b. Paid



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6. Networking
 - a. Websites
 - b. Pages
7. Monitoring and Evaluating Campaigns
 - a. Campaign Toolkit
 - b. Reports
8. Engagements
 - a. Create emotional Connections
 - b. Surveys
 - c. Ask Questions
9. Insights
 - a. Social Media Marketing Tools
10. Best Practices
 - a. Write Content that WOWS
 - b. Consistent Social Media Posts