



Social Media Management and Marketing Plan for Startup Virtual Services

I. Management

1. Business Branding- Completed
2. Social Media Assessment and Planning
 - a. Facebook Page- completed
 - b. Facebook group-completed
 - c. Instagram Page-completed
 - d. Website-completed
 - e. LinkedIn-completed
3. Keyword Research
 - a. Completed
4. Social Media Creation and Optimization-completed
5. Social Media Content Creation-completed
6. Social Media Content Management-completed
7. Social Media Interaction and Community Growth and Management
8. Interactions/ engagements
9. Insights

II. Marketing

1. Identifying Target Market
2. Creating Marketing 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. Insight

