

SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN



Key Point - Virtual Assistance

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1. Business Branding

- <https://drive.google.com/file/d/1f53HKXXPdcqEmfNOSowj9l7zhSiA1YYr/view?usp=sharing>

2. Social Media Assessment and Planning

- Creating social media accounts will help the business spread faster
- Verify all the social media accounts
- The content should speak with the target market

3. Keyword Research

Main: online personal assistant, data encoder online job, virtual assistant, hire virtual assistant

Related: freelance project online, online entry jobs, work from home, freelance virtual assistant, freelance hiring, looking for virtual assistant

4. Social Media Creation and Optimization

- Facebook Page -
<https://web.facebook.com/KeyPointVirtualAssistance/>
- Instagram Page -
<https://www.instagram.com/keypointvirtualassistance/>
- Twitter Page -
<https://twitter.com/KeyPointVA>
- LinkedIn Page -
www.linkedin.com/in/keypointvirtualassistance

5. Social Media Content Creation

- Relevant to the brand and attractive to the clients.

6. Social Media Content Management

- Post or share relevant to the content
- Manage content that will attract clients
- Conduct polls to manage more future content

7. Social Media Interaction and Community Growth & Management

- Always active to all Social Media Creation
- Respond to the inquiries as soon as possible
- Join other groups or pages that will utilize your brand

8. Interactions

- Conduct questions relevant to the post
- Make some fun work activities relevant to the brand and giveaways

9. Insights

- Analyze all gathered information relevant to the brand after a month and conduct necessary changes that will utilize your brand.

1. Identifying the target market

- Gender : Women
- Age : 25-55 years old
- Location : Philippines, Canada or US

2. Creating a Marketing Plan

- Identifying target market
- Promote brand and offer services through Social Media Accounts like Facebook, Instagram, Twitter, UpWork, Onlinejobs.ph, or LinkedIn
- Sending proposals to potential clients

3. Brand Awareness

- Logo and theme must have own uniqueness to be more familiar to the client
- Being consistent on how to promote the business
- Always use hashtag keywords

4. Promoting products and services

- Engaging to social media accounts

5. Marketing and Advertising

- Organic
 1. Optimization of all social media accounts to encourage audience to like and comment.
 2. Word of mouth strategy
- Paid
 1. Engage to all social media ads for massive audience

6. Networking

- Join groups related to your expertise and interact to all seeking questions and gain more audience

7. Monitoring and Evaluating campaigns

- Check all social media accounts that audiences attracted most and do necessary changes to those accounts or posts that lesser audiences
- Check all feedbacks and evaluate

8. Engagements

- Starting conversation by posting or sharing relevant content to gain trust to the audience
- Analyze what the audience wants and needs

9. Insights

- Being consistent to interact in social media
- Do necessary changes