

# VIRTUAL CONVENIENCE

## Social Media Management Plan

### 1. Business Branding

#### About

**Virtual Convenience** - coming from the word itself, **'Virtual Convenience'** is all about bringing ease and comfort to businesses by providing virtual support and assistance.

The brand is not just about providing convenience but also assuring to deliver the service with quality and going above and beyond of the demands of the businesses.

#### Logo



### 2. Social Media Assessment and Planning

#### Creating social media accounts /pages in different platforms:

Facebook

Twitter

Instagram

**Bringing convenience and success to business.**



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## 3. Keyword Research

## 4. Social Media Creation and Optimization

Facebook Page

Twitter Account

Instagram

Website.

## 5. Social Media Content Creation

Placing content that will highlight the brand, work history, records, portfolios, client's feedback. Other information such as the services offered

## 6. Social Media Content Management

- Creating a schedule of what content or topic must be placed on the social media account on a daily or weekly basis
- Connect with people in the said social media platforms to promote and raise brand awareness


## 7. Social Media Interaction and Community Growth Management

Continuously interacting with people. Take this as an opportunity to improve the brand or the services through the feedback or impressions they are giving. It is important to be updated with the trends and demands.

## 8. Interactions

## 9. Insights

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## **Social Media Marketing Plan**

### **1. Identifying the target market**

#### **Who**

- Business Owners
- CEOs
- Managers and Supervisors

#### **Where**

- Across the globe with English as their language

### **2. Creating a Marketing Plan**

Highlighting the services offered through the created social media platforms or by submitting application to various job sites.

### **3. Brand Awareness**

Creating accounts about the brand through the various or popular social media platforms such as Facebook, Twitter, Instagram, and LinkedIn.


### **4. Promoting Products and Services**

- Social Media Accounts
- Website
- Feedback and Records

### **5. Marketing and Advertising**

- Paid - Paid advertisement
- Organic - Connecting and communicating to the target market

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## 6. Networking

Communicating and coordinating with others that are providing the same services that you offered.

## 7. Monitoring and Evaluating Campaigns

Through feedbacks or reports

## 8. Interactions/Engagement

## 9. Insights

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