



SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

I. Management

1. Business Branding - Completed
2. Social Media Assessment and Planning
 - a. Facebook page - Completed
 - b. Facebook group - Completed
3. Keyword Research
 - a. Completed
4. Social Media Creation and Optimization
 - Facebook: <https://www.facebook.com/MJC-Virtual-Assistant-108661404222917>
 - Twitter: <https://twitter.com/mjcvirtual>
 - LinkedIn: <https://www.linkedin.com/in/mjc-virtual-assistant-2078b31ab/>
 - Instagram : <https://www.instagram.com/mjcvirtualassistant/>
 - Email: mariejeselc@gmail.com
5. Social Media Content Creation - completed
6. Social Media Content Management- completed
7. Social Media Interaction and community growth & Management
8. Interaction or Management
9. Insights

II. Marketing

1. Identifying the target market
 - a. Niche Owner
 - b. Business Owner

2. Creating a Marketing Plan
 - a. Adventure excursion unlimited
3. Brand Awareness
4. Promoting Products & Services
5. Marketing and advertising
 - a. Organic
 - b. Paid
6. Networking
7. Monitoring and evaluating campaign
8. Engagement
9. Insights