

Social Media Plan



MAY 2022

Prepared for
MEDIA AGE



OVERVIEW

Overhauling, reviewing and optimising available company social media accounts, rooting an online presence and creation of non-existent accounts on essential platforms.

GOALS

BRAND AWARENESS:

Generating Brand oriented content to help in the outreach and promotion of the company's existence to the public

AUDIENCE GROWTH

Creation of interactive content to boost social media engagement across various platforms

GENERATE LEADS

Formulating a target audience, posting targeted content and making the most of lead generation Ads.

CONTENT TYPES

VIDEO

According to 54% of marketers, video is the most valuable content format for achieving social goals.

IMAGES

Images are a very close second in the rankings of the most valuable content format. They're also the most frequently posted content type across social networks.

TEXT BASED POSTS

It's important for us to prioritize visual content, but we shouldn't lose sight of the power of words. Nearly a third of marketers say text-based posts are the most valuable type of content.

INFOGRAPHICS

Infographics combine visual appeal with the power of knowledge. People are more likely to engage with an infographic than plain text.

CLIENT TESTIMONIALS

Positive reviews can help us gain trust and credibility

SELECTED PLATFORMS

FACEBOOK

LINKEDIN

TWITTER

INSTAGRAM

PINTEREST

YOUTUBE

TIKTOK

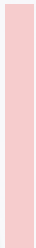
SNAPCHAT



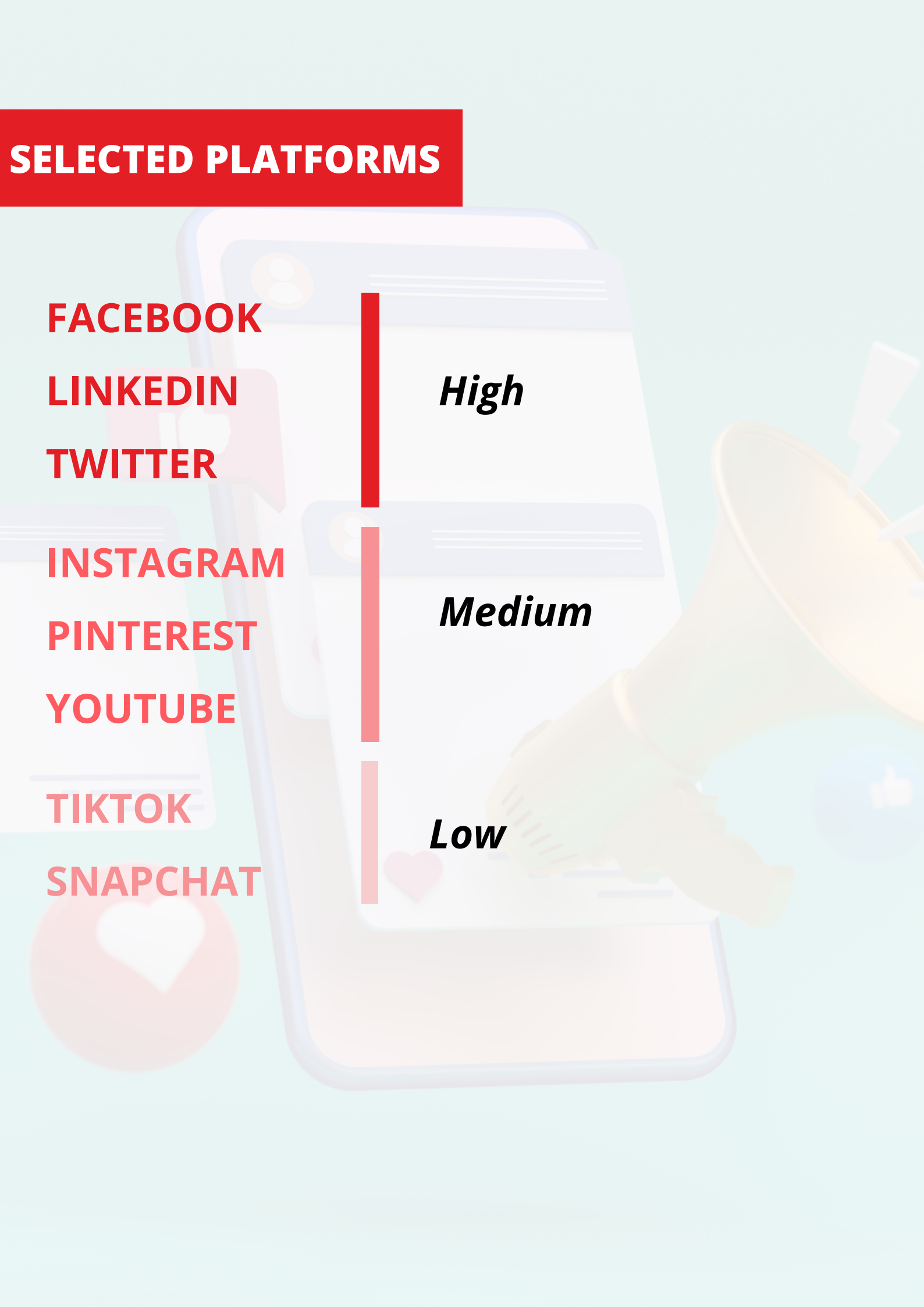
High



Medium



Low



SCOPE OF WORK

POSTING SCHEDULE:

Crafting of an effective marketing calendar that outlines which content will be posted on which platform and when.

CONTENT CREATION AND CURATION:

Identifying the nature and type of content that will be posted on the specified network

BRAND KEYWORD OR HASHTAG MONITORING

Identifying the nature and type of content that will be posted on the specific platforms and when.

ANALYTICS AND REPORTING:

Tracking audience and post performance of each post, compiled and reported on a monthly basis.

CONTENT CREATION AND POSTING

