



Presentazione della strategia

Azienda di cosmetica green

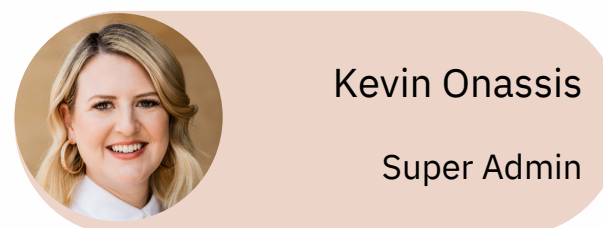
Social plan



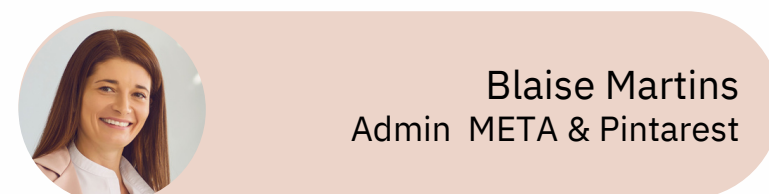


kevin romero
Brand Manager

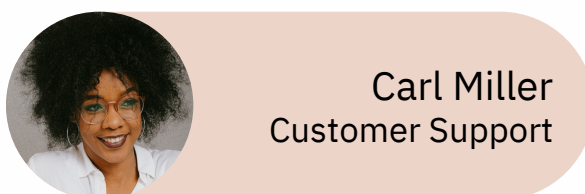
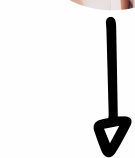
Organizational Chart



Kevin Onassis
Super Admin



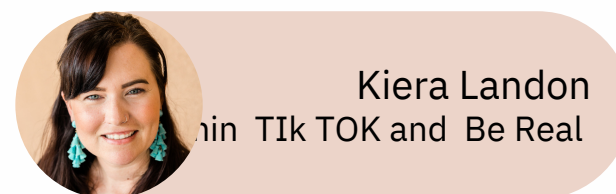
Blaise Martins
Admin META & Pintarest



Carl Miller
Customer Support



Marga Dunovan
Sales Utente



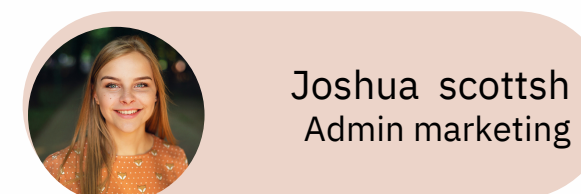
Kiera Landon
Admin Tik TOK and Be Real



Clara Holmes
Customer Support



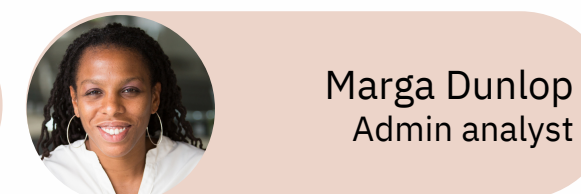
Guglielmo benedetto
Admin Linkedlin



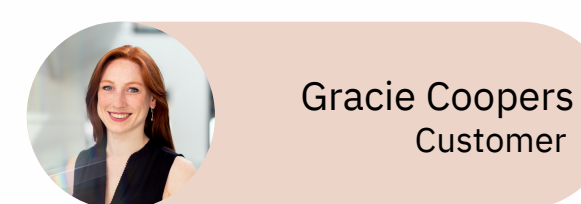
Joshua scottsh
Admin marketing



Raffaele fiordoro
utente marketing



Marga Dunlop
Admin analyst



Gracie Coopers
Customer



Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week1		linkedin					
week2		linkedin					
week3		linkedin					
week4		linkedin					

Week:

November

Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week1	instagram reels	instagram	instagram storia	instagram	instagram	instagram	instagram
week2	instagram reels	instagram	instagram	instagram storia	instagram	instagram	instagram
week3	instagram reels	instagram	instagram	instagram	instagram storia	instagram	instagram
week4	instagram reels	instagram	instagram	instagram	instagram	instagram storia	instagram

Week:

November

Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week1	tik tok		tik tok			tik tok	tik tok
week2	tik tok		tik tok			tik tok	tik tok
week3	tik tok		tik tok			tik tok	tik tok
week4	tik tok		tik tok			tik tok	tik tok

Week:

November

Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week1		Be Real	Be Real	Be Real	Be Real	Be Real	
week2		Be Real	Be Real	Be Real	Be Real	Be Real	
week3		Be Real	Be Real	Be Real	Be Real	Be Real	
week4		Be Real	Be Real	Be Real	Be Real	Be Real	

Week:

November

Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week1		post			post		
week2		post			post		
week3		post			post		
week4		post			post		

Week:

November



Monthly Plan Facebook



Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week1		post		post		post	
week2		post		post		post	
week3		post		post		post	
week4		post		post		post	

Week:

November

Paid Activity



Brand Awareness

Si svolgerà nella prima metà del mese e vedrà 6 post sponsorizzati. La strategia sarà quella di rimandare a blog inerenti la morning routine

Vanity URL:straw.berry/blog



Conversion

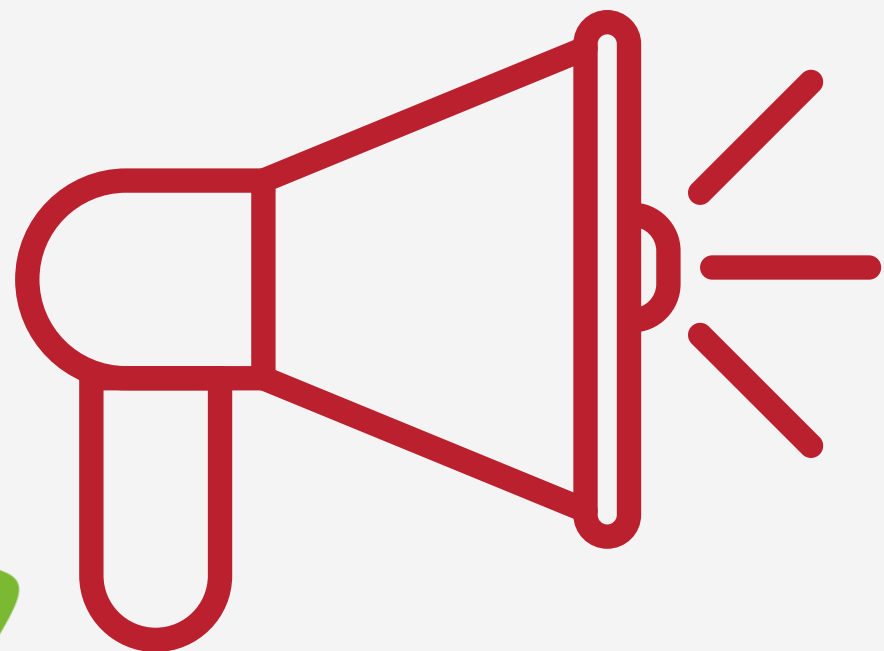
si svolgerà nella seconda metà del mese con 6 post sponsorizzati. Riguardante la sponsorizzazione dei nostri prodotti

Paid Activity



Brand Awareness

Si svolgerà all'interno del mese sponsorizzando i contenuti quei contenuti organici che desideriamo essere raggiunti dal target desiderato.



#strawberryfacts

- prevediamo una challenge sulla morning routine con fashion blogger sponsorizzati