Social media marketing campaign

Own and run a business as one IT company which provides services on web like digital marketing, web development and graphic design. I need to increase awareness for new company/services and find clients to meet the quarterly target with my marketing campaign. Things to highlight about company is reasonable prices for quality services.

The major components of this campaign are:

1. Assembling a team: A successful marketing team requires dynamic personalities and complementary skillsets to blend traditional marketing principles with new media strategies.

A marketing team with at least the following players or skillsets:

## Team Leader (Strategist and Analyst)

## Public Relations

## Advertising (Innovator)

### Social Media Manager

### Copywriting

### 2. Objectives: Get more clients and make more money. Target to get and maintain 3 big clients every month.

**3.** Connective goals to objectives:

1. Influencer Marketing Goals-

-Make a website with all information

-Awareness (about company and services)

-More connections

-Increase awareness of available prices and discounts

b) Social Media Goals-

-Accounts on major social networks (Facebook, Twitter, LinkedIn, Instagram)

-Encourage social sharing of services and prices/discount.

Social Media Goals continued-----

-Share the content regularly and get feedback in posts/comments.

-Take decisions to upgrade the services after social media discussion.

-Introduce new products, new big assets of company, conduct surveys and contests to active our audience.