**Reviewing plan**

**Business name:** Mz’s Trainers

**Student name:** Mohammed Mahin Ibnay Mamun

**Reviewer name:** Carl

Have they set realistic aims and targets? What other aims could they include?

Yes, Mahin has spoken of very realistic targets within his business requirements plan although more targets could be set to allow is company to develop faster, things such as goals about more general interactions with your pages instead of simply basic follower goals.

How will they make sure they will meet their aims and targets?

Mahin has created a clear outline of what he is planning to do to bring these aims into reality in his action plan. He is planning to do this through ads and interaction with other influencers in the community.

Have they identified who their target audience is? How will they be able to identify them?

Mahin has identified the target audience for his business, briefly outlining it as

What keyword strategy have they used? Could they use any more keywords?

Yes, Mahin has used keywords to attract an audience, these include ‘male,’ ‘female’ ‘trainers. More keywords could be used such as ‘unisex’ if they support that shoes type.

Is their posting schedule detailed, have they included timescales? List 3 ways on how they can improve their action plan.

More specific notes about what they will be doing on a given day

How will they communicate with clients?

Mahin will communicate with his clients through comments on pages and specific posts

Have they created a professional social media policy? Is it clear?

Yes, Mahin you have, and your policy is noticeably clear and beautifully detailed with subheading which makes it much easier for me to understand.

What else could they include in their social media policy?

Mahin should write less, more concise information

How will they enforce the social media policy? Give examples.

Include how your company will follow these policies

What features are they going to be using?

You have listed many unique features that your page will use through your social media policy

How will they see the efficacy of their posts and usage of the data? How can they improve it?

Mahin will view this using TikToks own analysis for users while also manually monitoring likes, shares, and comments for average amounts over time.

How are they planning to develop an online community?

Through ads and other social posts which are attractive for the business, allowing them to look good in the eyes of clients and making it more likely clients will share their page.

Will they be communicating frequently with their clients? How?

Frequent communication using comments and replying to private messages when speaking to clients.

**T&Cs – I agree with all the improvements that need to be done and I will refine and update my ideas based on the feedback given by the Reviewer. I will evidence my improvements and I will continue to gather feedback continuously.**

**Signed by the Student: carl**

**Signed by the Reviewer: Mohammed Mahin Ibnay Mamun**