

Business Overview

Name	ABC Corp
Industry	Technology
Company Size	200 employees

Company Objectives

- Increase market share by 10%
- Launch 3 new products
- Improve customer satisfaction

Social Media Strategy

Platform: Facebook

Frequency: Daily
Content Types: Posts, Stories, Ads

Platform: Twitter

Frequency: Twice daily
Content Types: Tweets, Retweets

Platform: Instagram

Frequency: Daily
Content Types: Posts, Stories, Reels

Budget

Category	Amount
Advertising	\$5000
Content Creation	\$2000
Software	\$1000

Miscellaneous	\$500
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