Social Media Marketing Plan

1. I will identify the social media channels that my target audience uses, for example, Facebook, Twitter, Instagram, LinkedIn, Google+.
2. I will create a brand message to let my audience know who I can help and what services I offer.
3. I will utilize social media tools to make sure my post go out during the peak viewing hours.
4. I will post relative, eye-catching content. I want to catch the attention of the user to navigate them back to my site.
5. I will join in more online conversations to build awareness of my site and services.
6. I will use attention-grabbing images with my blog post that I share on social media.
7. I will keep track of my results from social media users liking my page and posts and also coming to my page from a social media outlet.
8. I will share and re-tweet others’ content to gain free exposure for my website.
9. I will implement social media share widgets on my website and blog posts.