

Social Media Strategy

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Objectives

- Grow the brand
- Word of Mouth
- Leads
- Attract Job seekers
- Improve Engagement

Social Media Plan

- Engage audience with high quality content related to our technologies.
- Weekly twice post(custom design for technology updates,designs for the Job openings)
- Build an online reputation to showcase our worklife(internal contest can be conducted) this will attract people organically.
- Highlight the products(we can include a video, post with custom features)

- Social media ads (Target our audience, an ad can play a role to get our prospective customers)
- Employee testimonial

Website Improvements

- Custom page in our website to showcase work life
- Good photographs of an active Japanese class, company culture etc
- Our products page can be revamped(can include a product feature video, infographics can be included.)
- Employee testimonial can be included in website(especially Onsite Employees)
- Extra blog section(for technology updates)

Thank you