

Social Media Plan

SAMPLE



— RELAX —
SOCIAL MEDIA



Goal Setting

The fundamental key to a successful social media strategy is goal-setting. A clear understanding of your goals is vital to understand what actions we need to achieve them.

Most Common Goals

Increase Brand Awareness

What To Measure:

- Followers Count
- Impressions
- Engagement

Increase Revenue

What To Measure:

- Web Traffic
- New Leads
- Sign Ups



Social Media Strategy

The right social media strategy will help you achieve your marketing goals. We provide a long-term strategy you can implement and keep control of.

The overall strategy uses a [superior software](#) where **diversified content** is saved and scheduled. We customize the strategy in order to **build and nurture your audience** and **help you become more influential**. We execute it on time but it doesn't end there. We monitor and use our **data and tracking systems** to develop action plans based on what is working.

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Themed Days Plan

Using themed days give an opportunity to incorporate hashtags into your social media marketing strategy. By using the appropriate themed day hashtag and engaging with others, you are creating connections for your brand.

- **Monday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Tuesday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Wednesday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Thursday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Friday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:



CREATE
ENGAGING
CONTENT AROUND
YOUR STORY

Note: Theme Days Plan is only one of the strategies we offer



Hashtags Plan

A simple hashtag can often bring your brand into the spotlight and give you the opportunity to interact with potential consumers. We will use different sets of hashtags per day per theme.

- **Monday**

- #
- #
- #
- #

- **Tuesday**

- #
- #
- #
- #

- **Wednesday**

- #
- #
- #
- #

- **Thursday**

- #
- #
- #
- #

- **Friday**

- #
- #
- #
- #



Platforms

We will identify what are the right platforms for your brand and focus on them. If there is no existing account, we will help you from sign-up to optimization.



IDENTIFY YOUR
TARGET
PLATFORMS

- **Facebook**
 - Status:
 - Page Likes:
 - To-do:
-
- **Instagram**
 - Status:
 - Followers:
 - To-do:
-
- **LinkedIn**
 - Status:
 - Connections:
 - To-do:
-
- **Twitter**
 - None
- **Pinterest**
 - None



Profile Management

If your profile is not optimized, you are likely to drive your target audience away. That's why we make sure that you are using a high-quality profile photo, your relevant information is well-written, and you use the right links among others.



OPTIMIZE
YOUR SOCIAL
PROFILES



- **Facebook**
 - To-do:
 - Profile Picture:
 - Cover Photo :
 - About:
- **Instagram**
 - To-do:
 - Profile Photo:
 - Bio:
 - Highlights Cover:
- **LinkedIn**
 - To-do:
 - Profile Photo:
 - Banner:
 - Headline:
- **Twitter**
 - To-do:
 - Set up account
- **Pinterest**
 - To-do:
 - Set up account





facebook.com/relaxsocialmedia



instagram.com/relax_social



linkedin.com/showcase/relaxsocial

[Choose a Plan Here](#)

[Sign Up Here](#)

