



# **SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN**

Catrina Joy Morcozo

Type of Business: **Coffee Online Seller/Supplier**  
Local/Area of Operation: **Philippines**

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## **SOCIAL MEDIA MANAGEMENT PLAN**

- 1. Business Branding - Completed**
- 2. Social Media Assessment and Planning**
  - a. Facebook Page - Completed**
  - b. Instagram - Completed**
  - c. Pinterest - To be created**
  - d. Tiktok - To be created**
- 3. Keyword Research - Done**
- 4. Social Media Creation and Optimization**
  - a. Account Creation - Completed**
  - b. General Information - Need to be optimized**
  - c. Profile Picture / Logo - Completed**
  - d. Cover Photo - Completed**
  - e. Bio Information - Need to be optimized**
  - f. Website - To be created**
  - g. Header & Tagline**
  - h. Hashtags**
- 5. Social Media Creation**
  - a. Types of contents to be posted:**
    - Photos
    - Videos
    - Collage
    - GIF



## **6. Social Media Content Management**

- a. Schedule of posting - Every other day
- b. Target Number of Post per Day: 1-2 posts
- c. Logo / Watermarks / Links

## **7. Social Media Interaction and Community Growth & Management**

- a. Join and interact with related Groups / Communities / Pages
- b. Share posts/information relevant to current events and/or latest trends
- c. Conduct relevant surveys/polls

## **8. Interactions / Engagement**

- a. Public / Shareable
- b. Generate automated messages and responses
- c. Request for Feedback per sold coffee
- d. Rating for coffee experience / overall service
- e. Interactive communication with customers / potential buyers

## **9. Insights**

- a. Create accounts and monitor insights in the following Social Media Marketing Tools:
  - Google Analytics
  - Hootsuite
  - Keyhole
  - Meta Business Suite

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# **SOCIAL MEDIA MARKETING PLAN**

## **1. Identifying the target market**

- a. Gender
- b. Age
- c. Geographical Locations
- d. Community Group / Bracket
- e. Defined Market Sectors
- f. Interests

## **2. Creating a marketing plan**

- a. Executive Summary
- b. Setting of Metric Driven Goals
- c. Outline of Ideal Customers / User Personas
  - Gender
  - Age
  - Online Presence
  - Income
  - Main Activities / Interests
  - Primary Uses of Social Media



- d. Content Calendar
  - Weekly content
  - Best time to post - early morning and after lunch or late afternoon
- e. Research Competitors
  - Social Media Strategy
  - Number of Customer and User Personas
  - Market Capital
  - Marketing tactics used
    - SEO Marketing
    - Keywords Used
  - SWOT Analysis
  - Digital Marketing contents

### **3. Brand awareness**

- a. Infographics
- b. Product marketing
- c. Custom content hashtags
- d. Display Ads
- e. Regular and consistent postings in all accounts
- f. Collaborations and Partnerships with influencers/SME

### **4. Promoting Products**

- a. Facebook/IG Ads
- b. Social Media Posts
- c. Customer Reviews/Feedbacks
- d. Google my Business Promotions

### **5. Marketing and Advertising**

- Organic
- Paid

### **6. Networking**

- a. Sites, Communities, Pages and Groups with similar business

### **7. Monitoring and Evaluating Campaigns**

- a. Creating Metrics
- b. Comparative Social Analytics Tools (Real Time)
- c. Reports

### **8. Interactions / Engagements**

- a. Post comments and surveys
- b. Messenger bots
- c. Email

### **9. Insights**

- a. Social Media Marketing Tools
  - Google Trends / Analytics
  - Keyword Planner