



# PROJECT PLAN

## for Social Media Management & /or Online Sales Campaign (13-17 weeks)

### 1. Preparation Phase: 7 days

- Conduct a brief meeting with the company to understand goals, target audience, and key products or services (3 hours)
- Develop a marketing strategy:
- Create a style guide to ensure brand consistency.
- Select appropriate digital marketing tools and platforms.
- Outline a detailed sales strategy to maximize online conversions.

### 2. Content Creation:

- 2 hours Photo session to produce high-quality images for use across all platforms. Graphic design.
- 2 hours video session to create engaging video content that highlights products or services.

Postproduction (10 days)

### 3. Technical Setup (2-3 weeks)

- Register a new SIM card and Google account.
- Set up social media profiles on Instagram, Facebook, TikTok, YouTube, and LinkedIn.
- Link all accounts for seamless cross-posting and enhanced referral opportunities.
- Configure social media accounts with the following elements:
- Profile avatar and cover images, graphic design
- Detailed descriptions and bio sections.
- Highlight reels with key company information.
- Develop a hashtag strategy to increase reach.
- Prepare promotional texts and graphics for sections such as About Us, Testimonials, Services, Contacts, FAQs, and Clients

FAQs, and Clients

- Multilink landing page creation in bio

### 4. Content Distribution 30 days (12 posts + 12 reels per month)

- Plan and schedule posts, reels, and stories.
- Execute copywriting for all content to ensure it aligns with the brand voice and campaign goals.
- Active posting across platforms to engage the audience.

### 5. Online Sales Campaign Launch (4-8 weeks depending on the online product)

- Integrate multichannel marketing automation tools:
- Set up chatbots on Instagram, WhatsApp, and Messenger.
- Connect the CRM system for customer management.
- Implement email marketing, SMS marketing, and push notifications.
- Integrate online course platforms and online payment methods.
- Develop and launch a landing page specifically for the sales campaign, highlighting the main course, service, or product.
- Utilize storytelling techniques within the online sales campaign to connect emotionally with potential customers.
- Create and promote online products such as guides, courses, webinars, etc., tailored to the campaign's focus.