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S O C I A L M E D I A M A N A G E R



Goals

Be efficient

Gain Visibility

Set Specific Social Media Goals

1. Increase Engagement
2. Grow Social Following
3. Convert Fans into Leads
4. Get Sales

Getting Started

- Gain Access to social media accounts and profiles
- Schedule meetings to discuss initial goals, activities and progress
- Roles and workflow need to be clearly defined
- Team members are responsible for sending social media manager content (photos and videos) for the social media manager to then schedule.

Workflow

- We follow a general process to curate and process content efficiently, scheduling posts, monitoring and engaging
- **Example of workflow** - will need to be adjusted periodically depending on response and engagement - during a big campaign, more content creation will be needed and there will be more activity in scheduling posts. Depending on the campaign we will follow an approval process that is mutually agreed upon. We will also review relevant websites and content that has interest to your fan base.

Monitoring and Engagement

Using our social media tools we will make sure to respond to comments and questions appropriately.

Analytics and Reporting

Measuring the results will be done weekly/monthly using social media insight tools. The web admin will also need to periodically report to us on the social media google analytics portion.

Other Activities

Creating unique graphics using a graphic design program.

All postings will require consistent branding.

Researching and using key hashtags appropriately

Taking time each day to go through relevant hashtags and interacting with leads and target client

Fees

Posting/Content Creation

Monitoring & Engagement

Analytics & Reporting

\$15/hr.

2 hrs/day= \$600/month

4hrs/day \$1200/month