

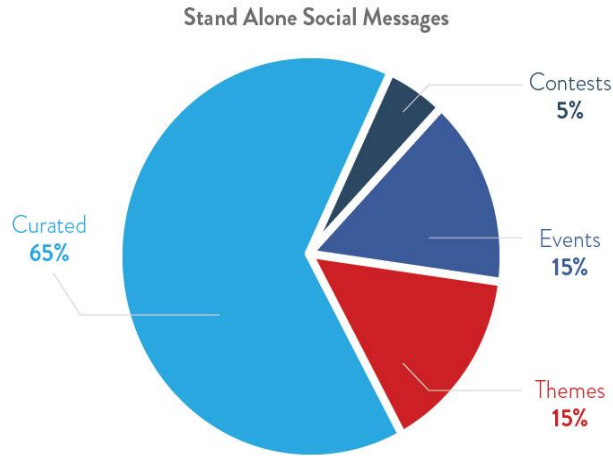
# Social Media Plan



# SMM Plan in brief

- We will majorly focus on Facebook, G+ and Twitter.
- Additional focus will be on LinkedIn, Youtube, Pinterest/Instagram, Slideshare etc
- Graphics will be made at our end as well as you pass us your graphics from your end.
- We will develop social content & strategy in coordination with you.

# Brief - types of content



*Competition analysis, research & content curation from internet & your website. Content will be mixed with images, text, videos, links, blog posts etc*

## Curated Content & Practical Facts about hotel -

- Educational Content (What, Why, How, Tips)
- Promotional Content (Offer, Discount, Company News, Happenings etc)
- Funny or Clever Content (Cartoon, Puzzle)
- Conversational content (Vote, Poll, Quizz)
- Thoughtful or inspirational or CSR content (Quotation, Good Morning, Social Cause etc)

## Contest -

- Refer & Win, Lucky Draw Freebies etc

## Events -

- Webinar, Workshops, Seminar etc

## Themes -

- Holi, Diwali etc

# Quantity/Frequency of status update

- Facebook - Daily 3-4, Weekly 15-20, Monthly 60-80 status updates.
- Twitter - Daily 3-4 tweets. Weekly 15-20, monthly 60-80
- Google+ - Daily 2-3 updates. Weekly 10-15, monthly 40-60
- Cross integration of channels - FB, Twitter, G+, Youtube etc

# Goal

- More likes on FB, More Circles on G+ & More followers on Twitter, More views on Youtube
- More user engagement on major social media channels
- Better backlinks & SEO
- Better brand recall
- Better leads

# Related activities

- Related Tab creation on FB (E.G. Contact form, G+, Youtube, Twitter)
- Use of hashtags on FB, G+, Twitter
- Paid Ads & Events on Facebook
- FB event creation, Organic status updates & shares
- Social Reputation Management

# What we need from your end

- Pass us every info about latest happenings
- Declare weekly new offers/events & Prizes
- Pass every info about offline marketing/branding
- Pass us every info about upcoming events
- Send us case studies, ppt, videos, pics, workshop info etc
- Send us team pic, company inside scoop etc

# Thank You

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