



Social Media Plan

Facebook	Linkedin	Twitter	Google+
Create calendar in advance for 2-3 months & accordingly design graphics.	Create company page & regular status update	Daily Tweet	Creating official page & regular status updates
Regular status updates & sharing	Adding more followers	Keyword hashtag research+status updates with hashtag	Adding people to circles +1
Arranging FB events	Create groups & invite experts/ask questions/poll	Watch the latest topics & post updates about it.	+1 Websites links/pages
Running FB ads targeting especially the event management groups/designers/media personnel,etc	Search related groups & ask questions, answer questions.	Premium tweets	Integrate google local/map with plus one
Running incentivized activities	Running linkedin ads	Exploring additional platforms/apps like tweetadder, buying fan followers	Create community & invite people.
Exploring other FB application			Share content.

Social content –

1. Trade events information - <http://www.biztradeshows.com>,
<http://www.tradeindia.com/TradeShows/>,
<http://export.gov/india/tradeevents/>,
<http://tradeshowcalendar.globalsources.com/TRADE-SHOW/Country/IN/India.HTM>
2. Company news update – Testimonials, latest events, awards etc
3. Regular status updates (Good morning India, Friday Quotes, Exhibition tip of the week etc)
4. Graphics poster with brand name & logo & sharing in events such as Diwali, Durgapuja other holidays etc
5. Tribute to national heroes by status updates
6. Adding social causes such as poverty in india, Education for children etc (CSR activity)
7. Discount offers/promo
8. Photo sharing of stalls already designed.
9. Blog post sharing from website

10. Exhibition related other news/resources update & community development