

Six Month Social Media Marketing Plan - Author/Book Introduction

Week	DELIVERABLE
Week 1 Goal: Setup platforms	<ul style="list-style-type: none"> ○ Profile set up for the following: Facebook Twitter Google+ Blog LinkedIn YouTube Channel ○ Identify and develop areas of expertise or subject matter
Week 2 Monthly Goal: increase followers and acquire likes	<ul style="list-style-type: none"> ○ Twitter: Daily tweet - brand development ○ Facebook Post - brand development - feel good story ○ Google+ Post - brand development - feel good story ○ Push to LinkedIn, ○ LinkedIn Groups development
Week 3 Introduction of blog and FB ads	<ul style="list-style-type: none"> ○ Daily Twitter with social media cross-posting ○ Post initial blog ○ Initiate blog multiplier ○ Introduce initial Facebook Ads (\$35 budget) ○ Facebook Post - brand development - feel good story ○ Google+ Post - brand development - feel good story ○ Push to LinkedIn,
Week 4 Initiate YouTube Channel and book trailer	<ul style="list-style-type: none"> ○ Daily Twitter with social media cross-posting ○ Post YouTube book trailer and profile ○ Facebook Post - brand development - feel good story ○ Google+ Post - brand development - feel good story ○ Push to LinkedIn, Foursquare, StumbleUpon
End of Month Have all cylinders firing	<ul style="list-style-type: none"> ○ Twitter: Daily tweet - brand development ○ Facebook Post - brand development - feel good story ○ Google+ Post - brand development - feel good story ○ Push to LinkedIn, ○ Insights and stats Report

Six Month Social Media Marketing Plan - Author/Book Introduction

Month 2	<ul style="list-style-type: none"> ○ Continue Brand/Trusted Advisor campaign
M2W1	<ul style="list-style-type: none"> ○ Twitter: Twice Daily tweet - brand development ○ Facebook Post - Twice Weekly brand development - feel good story ○ Google+ Post - Twice Weekly brand development - feel good story ○ Push to LinkedIn
M2W2	<ul style="list-style-type: none"> ○ Twitter: Twice Daily with social media cross-posting ○ Content blog post ○ blog multiplier ○ Facebook Ads (\$35 budget) ○ Facebook Post - Twice Weekly brand development - feel good story ○ Google+ Post - Twice Weekly brand development - feel good story ○ Push to LinkedIn
M2W3	<ul style="list-style-type: none"> ○ Twitter: Twice Daily with social media cross-posting ○ LinkedIn Groups comments ○ Facebook Post - Twice Weekly brand development - feel good story ○ Google+ Post - Twice Weekly brand development - feel good story ○ Push to LinkedIn
M2W4	<ul style="list-style-type: none"> ○ Twitter: Twice Daily with social media cross-posting ○ Facebook Post - Twice Weekly brand development - feel good story ○ Google+ Post - Twice Weekly brand development - feel good story ○ Push to LinkedIn ○ Insights and stats Report

Six Month Social Media Marketing Plan - Author/Book Introduction

Month 3	<ul style="list-style-type: none"> ○ Continued Brand/Trusted Advisor campaign ○ Initiate call for action
M3W1	<ul style="list-style-type: none"> ○ Twitter: Twice Daily tweet - Book/Review ○ Facebook Post - Twice Weekly- Review/Excerpt, etc. ○ Google+ Post - Twice Weekly- Review/Excerpt, etc. ○ Push to LinkedIn
M3W2	<ul style="list-style-type: none"> ○ Twitter: Twice Daily with social media cross-posting ○ Content blog post ○ blog multiplier ○ Facebook Ads (\$35 budget) Shift to specific book campaign ○ Facebook Post - Twice Weekly- Review/Excerpt, etc. ○ Google+ Post - Twice Weekly- Review/Excerpt, etc. ○ Push to LinkedIn
M3W3	<ul style="list-style-type: none"> ○ Twitter: Twice Daily with social media cross-posting ○ LinkedIn Groups comments ○ Facebook Post - Twice Weekly- Review/Excerpt, etc. ○ Google+ Post - Twice Weekly- Review/Excerpt, etc. ○ Push to LinkedIn
M3W4	<ul style="list-style-type: none"> ○ Twitter: Twice Daily with social media cross-posting ○ Facebook Post - Twice Weekly- Review/Excerpt, etc. ○ Google+ Post - Twice Weekly- Review/Excerpt, etc. ○ Push to LinkedIn
Month 4 Month 5 Month 6	<ul style="list-style-type: none"> ○ Analyze Data and adjust based on insights and data ○ Continue plan ○ Analyze Social Mention stats ○ Add content based on new reviews, awards, sales, rankings and continue providing excerpts