

Here's a complete **Social Media Marketing Plan** to promote your **Social Media Management Packages** step by step.

1. Define Objectives

- Generate **leads & inquiries** for your packages.
 - Build **brand authority** as a social media expert.
 - Increase **engagement & followers** on your business accounts.
 - Drive **WhatsApp & website clicks** for package inquiries.
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2. Audience Targeting

Target audience:

- Small & medium businesses (restaurants, salons, boutiques, gyms, coaching centers, etc.)
 - Freelancers & startups (consultants, real estate agents, trainers, coaches).
 - Local businesses in **Andheri / Mumbai** and gradually expand to pan-India.
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3. Content Strategy

Create content that **educates + attracts + converts**.

♦ Content Mix

- **Educational Posts** → "Why businesses need social media management"
- **Value-driven Reels/Shorts** → "3 tips to grow your Instagram business page"

- **Package Promotion Posts** → Showcase Silver, Gold & Diamond packages in carousel design
 - **Behind the Scenes** → Show you working on client campaigns
 - **Client Testimonials/Case Studies** → Before vs After results
 - **Engagement Posts** → Polls, Q&A, “This or That” stories
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4. Posting Schedule

- **Instagram & Facebook** → 5 posts/week (mix of reels, carousels, stories)
 - **LinkedIn** → 3 posts/week (focus on business benefits & case studies)
 - **YouTube Shorts** → 2–3 per week (tips, hacks, growth stories)
 - **Twitter/X** → Daily 1–2 tweets (quick tips + CTAs)
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5. Platforms to Use

- **Instagram & Facebook** → Visual package promotion, reels & stories.
 - **LinkedIn** → Business credibility, targeting entrepreneurs & professionals.
 - **YouTube Shorts** → Educational short videos for awareness.
 - **WhatsApp** → Click-to-Chat ads for direct conversions.
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6. Paid Promotion Strategy

- **Instagram & Facebook Ads**

- Run lead-gen ads with **WhatsApp CTA** (“Message Us for Pricing”).
 - Target small business owners in Mumbai first, then expand.
 - **LinkedIn Ads**
 - Sponsored posts targeting “Entrepreneurs, Startups, SMB Owners”.
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7. Engagement & Lead Conversion

- Use **CTA Hooks** like:
 - “Want more clients through Instagram? DM us today 🚀”
 - “Struggling to manage your business page? Let us do it for you ✅”
 - Collect leads via **WhatsApp / Google Form / Landing Page**.
 - Offer **Free Social Media Audit** as a lead magnet.
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8. Tracking & Optimization

- Measure KPIs:
 - Followers Growth
 - Engagement Rate (likes, comments, shares)
 - WhatsApp Clicks / Leads Generated
 - Conversion Rate (leads → paying clients)
 - Use tools like **Meta Ads Manager, Google Analytics, LinkedIn Insights**.
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✓ With this plan, you'll attract attention, show your expertise, and drive inquiries for your **Social Media Management Packages**.