

## ORGANIC SOCIAL MEDIA CAMPAIGN

1. Know Your Target Market: BUSINESS OWNERS
2. Define Your Goals: BRAND AWARENESS / LEADS
3. Select The Social Media Channel: FACEBOOK
4. Create Campaign
  - A. Content Photo/Visual



## B. Text

GET A CHANCE TO WIN 100 PESOS LOAD FROM GCASH!!

CBC Hands Virtual Services is an organized customer-oriented and reliable #virtualassistance who can help #businessowners with the following:

1. Reduced operating costs
2. Increased productivity
3. Increased flexibility
4. Improved work quality
5. Help you find more time for your family

Check below for the mechanics

1. Like our Page
2. Tag 5 friends in the comment section who might want to join this game
3. Share this post in your timeline under a public set-up

We will choose 1 winner on March 10, 2020 via an electronic draw (wheel decide) and we'll announce the winner on March 12, 2020.

Happy to be at your service in the future!!

## C. Links/Landing Page/App

Visit our Facebook Page at <https://www.facebook.com/CBCHandsVirtualServices/>

5. Create a Content Calendar for the Week or Month

Please see Social Media Content Plan