



## **PHASE ONE**

- ★ Update “About” Section on Social Media Platforms
- ★ Develop Social Media Content Schedule to use every week/month
- ★ Organize and Generate Content
- ★ Create and Queue Social Media posts for week

## **PHASE TWO**

- ★ Fine-tune and update website: integrate social media pages
- ★ Utilize web analytic tools, begin tracking online traffic.
- ★ Create and schedule week of social media posts
- ★ Market Research: exploring strategic partners in the community to grow followers

## **PHASE THREE**

- ★ Social Posts
- ★ Create customer survey to open communication and increase repeat customers
- ★ Mailchimp Newsletter
- ★ Begin weekly blog posts; share on website, LinkedIn, and plug on other platforms