



Organic Social Media Campaign

01

Bench Mark

VIRTUAL SOLUTIONS

YEAR 2020

Target Audience

- FREELANCERS
- WORK-AT-HOME ASPIRANTS
- SMALL BUSINESS ENTREPRENEURS

Campaign Goals

BRAND AWARENESS

SALES

JOB OPPORTUNITIES



*Social
Media
Channel*

Campaign Visual



Campaign Content / Mechanics

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How to win the 50% course discount?

- LIKE OUR PAGE



- TAG OR MENTION 3 OF YOUR NON-FREELANCER FRIENDS WHO MIGHT BE INTERESTED IN AVAILING FREELANCING COURSES
- SHARE THIS PROMO WITH THE HASHTAG **#IAMAFREELANCER**
- PROMO DURATION WILL BE FROM MAY 21-24, 2020
- 1 BLESSED WINNER WILL BE DRAWN VIA ONLINE RANDOM PICKER
- ANNOUNCEMENT OF WINNER WILL BE ON MAY 25, 2020
- THE WINNER WILL GET TO CHOOSE 1 FREELANCING COURSE OF CHOICE FROM THE FILIPINO VIRTUAL ASSISTANCE ACADEMY AT 50% DISCOUNT!

Benefits of Freelancing

- TO SPEND MORE TIME WITH FAMILY
- NO TRANSPORTATION / NO TRAFFIC
- REDUCE FINANCIAL COST
- INCREASE EFFICIENCY
- HIGH FINANCIAL STABILITY

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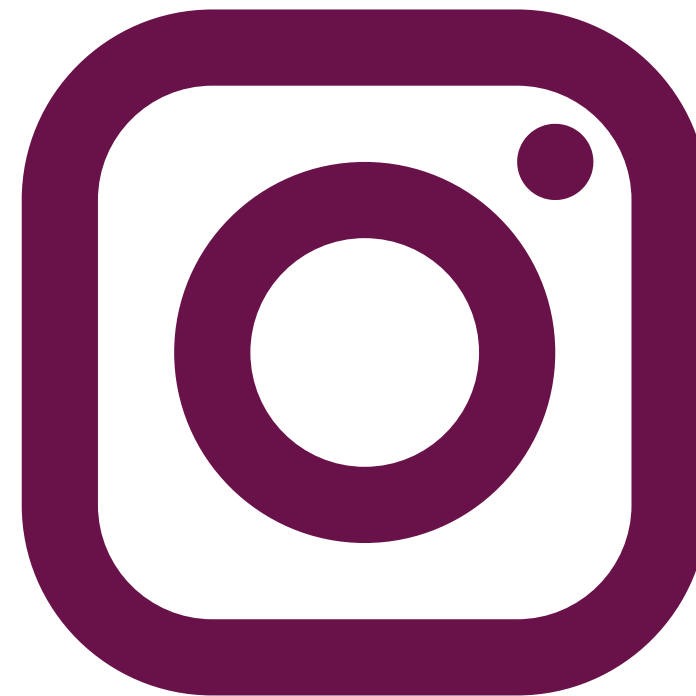


Links/ Landing Pages

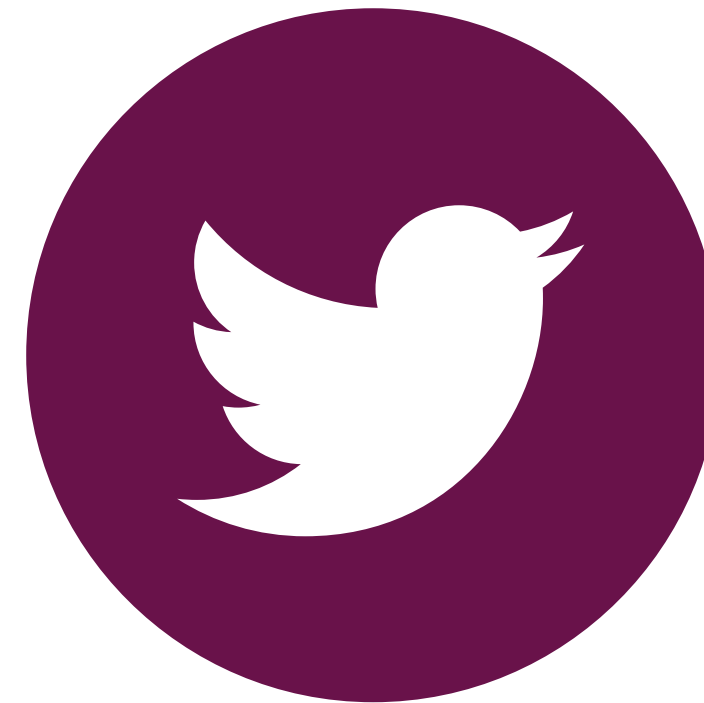
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FVA Academy Landing Pages

Website:

[HTTPS://WWW.FVACONSULTANCY.COM/](https://www.fvaconsultancy.com/)

Experienced Virtual Professionals:

[HTTPS://HIRE.FVACONSULTANCY.COM/](https://hire.fvaconsultancy.com/)



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ORGANIC SOCIAL MEDIA CAMPAIGN | YEAR 2020

Content plan - Schedule

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	<p>BenchMark Virtual Solutions provide strategized innovation towards the business' profitable market and successful path in the business industry. We cater Social Media and Administrative Services which can lead your company's growth.</p> <p>#freelancing #workathome #virtualassistance #socialmediamanager</p>	21 THURSDAY 10:00 AM
22 FRIDAY 10:00 AM	 <p>Freelancing isn't a steady gig Truth: Depending on your line of work, freelancing can actually be a very steady gig in an unsteady environment. In order to meet a monthly or yearly quota, most freelancers take on multiple projects at once, and while it's true that projects do come and go, it's highly unlikely that all of your clients will stop using your services all at once. Source: https://bit.ly/3dQgZiy</p>	
	<p>They freelance to supplement their income. This might mean that they have other full- or part-time jobs that pay a portion of their bills, or they might freelance to provide an extra income source for their families.</p> <p>Source: https://bit.ly/2X0pTDe</p>	23 SATURDAY 10:00 AM
	<p>Importance of Branding Brands Signify Your Intent Everything that your organization exemplifies should be easily recognizable throughout the brand. Else, your customers will be quick to notice the gap between what was promised and what was actually delivered on the ground. Source: https://bit.ly/3gOGKyz #freelancing #workathome #virtualassistance #socialmediamanager</p>	24 SUNDAY 10:00 AM



Campaign Editor

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