

Timeline for Creating a Social Media Marketing Plan

Component (As it appears in your paper/plan)	Chapter(s)	Order	Due Date	Points
1. Business Topic for Social Media Marketing Plan	Chapter 4 & App A	1	06/14	10
2. Executive Summary – Draft (Who, what, where, when, how, why)	Chapter 4 & App A	Last (6)	07/19	10
3. Overview of Company – Draft (Description, brief history, background, products, etc. – what you read on the home page of a website; overall market conditions, firm’s current position in social media, etc.)	Chapter 4 & App A	2	06/21	10
4. Competitive Analysis – Draft (Examine competitors’ presence in social media, which platforms and tools do they use, how effective are they?)	Chapter 4 & App A	2	06/21	10
5. Body of the plan - Draft	Chapter 4 & App A			
a. Goals – Draft		3	06/28	10
b. Target Audience – Draft		3	06/28	10
c. Develop Strategies – Draft		4	07/05	10
d. Create Content – Draft		4	07/05	10
e. Implement – Draft		5	07/12	10
f. Monitor & Measure – Draft		5	07/12	10
6. Summary		Last (6)	07/19	
7. Works Cited (APA Style) <i>Use in-text citations to support your thoughts, statistics, etc.</i>		Ongoing	07/23	
<i>Social Media Marketing Plan – Final Paper (revised draft components)</i>			07/23	100
<b>Overall Total Possible Points</b>				<b>200</b>

*\*Submit in Laulima Assignments tool (use the same Word document draft for ALL submissions to retain instructor comments)*

*\*Final Project is due no later than 11:59 p.m., Thursday, July 23, 2015*