

# Organic Social Media Campaign

1. Know your Target Audience: Individuals wanting to try/switch to Freelancing, Working Moms
2. Define Your Goals: Sales, Brand Awareness
3. Select the Social Media Channel: Facebook
4. Create Campaign
  - a. Content Photo / Visual



## b. Text

Looking for a career change? Tired of the traffic? Want to be your own boss?

Over 10,000 students successfully trained. Start your online jobs career today with FVA and enjoy your journey to ensuring your freelancing success.

START YOUR TRAINING WITH US NOW.

How to join? Here are the procedures:

1. Like our page
2. Tag 5 friends in the comment section who might also be interested
3. SHARE this post in your timeline under a public set up

Very simple and easy right?

We will choose 1 future freelancer to get 50% off on March 20, 2020 via an online random name picker and announce the winner on March 30, 2020.

Be on your way to freelancing success!

c. Links / Landing Page / App

Facebook: <https://www.facebook.com/mayfreelancer/>

Website: <https://academy.fvaconsultancy.com/>

5. Create a Content Calendar for the Week/Month  
Please see Social Media Content Plan