

# Promote your work

## Social Media Marketing Plan

### 1 *Investigation*

- Locate “customers”
- Participate to common social activities
- Start with small, targeted people networks

### 2 *Design*

- Define your targets
- Which way/s can you strengthen your work?
- Does the quality of your work needs to be improved? If yes, go back and adjust your targets. If no, go to step 3.

### 3 *Strategy*

- How & where?
- In which way/s can you improve the relationships with the significant others?
- With whom are you going to cooperate?

### 4 *Tools*

- Which?
- How are you going to record useful activities, data etc?
- How and when are you going to evaluate the results of your effort?