

SOCIAL MEDIA STRATEGY

S NO	Name of platforms	Number of posts (for two weeks)	Frequency of posting content	Nature/type of post	Day and Time for uploading	Social Media Advertising Budget
1.	INSTAGRAM	14-28	1-2 TIMES A DAY	INSTAGRAM STORY, POST, REEL	EVERYDAY BETWEEN 9AM-11 AM OR/AND 9PM-10PM	10,000
2.	WHATSAPP	90-98	6-7 TIMES A DAY	WHATSAPP STATUS (BOTH IMAGES AND VIDEOS)	EVERYDAY BETWEEN 9-11/2-3/5-6/7-8/9-11	10,000
3.	FACEBOOK	14-28	1-2 TIMES A DAY	STORY, POST, FACEBOOK LIVE	9-10 PM	20,000

BRAND NAME- WE MARKET

INDUSTRY- MARKETING STRATEGY

SERVICE- When it comes to selecting a marketplace platform, the choice can be overwhelming. The existence of online public marketplaces has opened up a world of unprecedented selling opportunities for consumers and businesses. But sometimes it can be of importance or desired to know who is buying your goods or services.

At WeMarket we have developed an app that enables sellers - whether individuals or multinationals - to select buyer prospects from their e-mail databases and online communities. The WeMarket app is a powerful tool that allows you to offer goods to a selected buyer audience.

Structure of the post:

1. Name of the platform: Instagram, Whatsapp, Facebook.
2. Number of posts: Different platform has different audience so the content that is to be posted varies. (on **Instagram** daily 1 or 2 content needs to be posted it can be reel, posts, Instagram story or Instagram live) , (On **Whatsapp** everyday 6-7 status needs to be posted as the

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audience is frequently checking their whatsapp status)
,(On **Facebook** sharing story or coming live once in a day is enough)

3. BUDGET : WATSAPP AND INSTAGRAM BUDGET IS 10000 PER PLATFORM AND FACEBOOKS ADDS NEEDS MORE REVENUE TO GENERATE MORE POPULARITY.

They believe successful trade is built on trust, because business opportunities should never compromise reliability. That's why WeMarket is a members- only B2B marketplace, where global supply easily connects with demand. It's designed to make your life easier, your world bigger and your market smarter.

WeMarket enables all verified members to trade safely in any product category.

Anytime, anywhere – from the comfort of your own chair.

Smarter trading built on clear values. WeMarket.