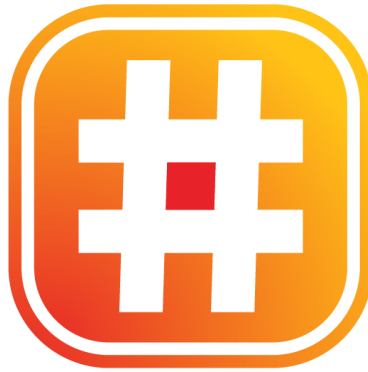


Daily Marketing Plan: MONDAY

- Morning zoom call to discuss what will be made today 15 min
- Check and respond to any urgent messages or comments.
- Get updated with weekend's latest news/ events.
- Create & Schedule social media posts for the day on Instagram, Facebook and TikTok. Both on @Poundpainflorida and @Helpafteraccident 1 or 2 posts on each
- Set Up Ad Campaigns
Don't forget a Call to Action in captions that includes: "Don't get played, after an accident, DIAL #PAIN (#7246 on your Cell)"
Don't forget to add #PAIN logo in every post. Make it pop
1 Post related to car accidents or not depending on the day
- Engage with other users in your industry by commenting and liking their posts.
Search for keywords: caraccident, caraccidentattorney and:
Follow 30 new people on Instagram or Facebook
Comment 10 posts
Like 20 new posts
- Create a social media content calendar for the week.
- Post 2 stories of IG/FB (might be an engaging poll with a subject that TRULY interests YOU and YOUR audience (I.e., Horror movies, trendy topics, "too far?"))
- Post a story or live video to showcase your brand and engage with your audience.
- Like, Comment and Repost any Official #PAIN post or story
- Contact 3 'niche' influencers in Florida (Injury, Cars, Music, Community, Service, Humor, ETC.)
- Find 5 popular trending locations/landmarks/attractions in a market area: follow, like, share, comment and then follow 5 people who tagged each location, like, comment on their post
- Encourage minimum 5 people to follow @PoundPainFlorida and @Helpafteraccident
- Respond to any new comments or direct messages.
- Confirm Plan Completion with Team Lead/Manager



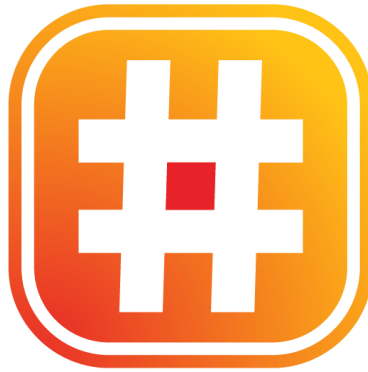
Daily Marketing Plan: TUESDAY

- Morning zoom call to discuss what will be made today 15 min
- Check and respond to any urgent messages or comments.
- Create & Schedule social media posts for the day on Instagram, Facebook and TikTok. Both on @Poundpainflorida and @Helpafteraccident 1 or 2 posts on each
- Set Up Ad Campaigns
Don't forget a Call to Action in captions that includes: "Don't get played, after an accident, DIAL #PAIN (#7246 on your Cell)"
Don't forget to add #PAIN logo in every post. Make it pop
1 Post related to car accidents or not depending on the day
- Remix/Repost 1 interesting video (I.e., humorous, weird accident)
- Research your competitors' social media accounts to see what they're posting and what's working for them.
- Engage with other users in your industry by commenting and liking their posts.
Search for keywords: caraccident, caraccidentattorney and:
Follow 30 new people on Instagram or Facebook
Comment 10 posts
Like 20 new posts
- Like, Comment on and Repost any Official #PAIN post or story
- Post a story or live video to showcase your brand and engage with your audience.
- Contact 3 'niche' influencers in Orlando and Florida (Injury, Cars, Music, Community, Service, Humor, ETC.)
- Identify, DM, text, invite 3 potential candidates to Interview for digital marketer, field marketer and/or Affiliated Marketer
- Comment on 10 related/popular/trending posts and tag #PAIN
- Encourage minimum **5** people to follow @PoundPainFlorida and @Helpafteraccident
- Confirm Plan Completion with Team Lead/Manager



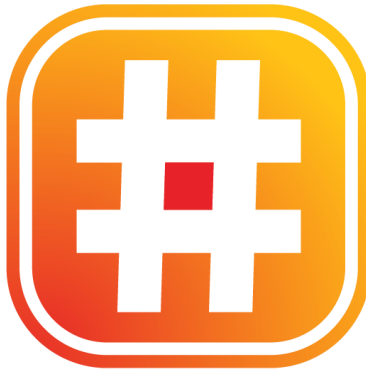
Daily Marketing Plan: WEDNESDAY

- Morning zoom call to discuss what will be made today 15 min
- Check and respond to any urgent messages or comments.
- Create & Schedule social media posts for the day on Instagram, Facebook and TikTok. Both on @Poundpainflorida and @Helpafteraccident 1 or 2 posts on each
- Set Up Ad Campaigns
Don't forget a Call to Action in captions that includes: "Don't get played, after an accident, DIAL #PAIN (#7246 on your Cell)"
Don't forget to add #PAIN logo in every post. Make it pop
1 Post related to car accidents or not depending on the day
- Remix/Repost 1 interesting video (I.e., humorous, weird accident)
- Research popular trends in your industry and see how you can incorporate them into your social media content.
- Engage with other users in your industry by commenting and liking their posts.
Search for keywords: caraccident, caraccidentattorney and:
Follow 30 new people on Instagram or Facebook
Comment 10 posts
Like 20 new posts
- Like, Comment on and Repost any Official #PAIN post or story
- Post a story or live video to showcase your brand and engage with your audience.
- Find 5 popular trending locations/landmarks/attractions in a market area: follow, like, share, comment and then follow 5 people who tagged each location, like, comment on their post
- Encourage minimum 5 people to follow @PoundPainFlorida and @Helpafteraccident
- Respond to any new comments or direct messages.
- Confirm Plan Completion with Team Lead/Manager



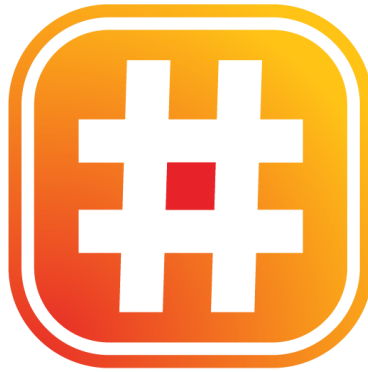
Daily Marketing Plan: THURSDAY

- Morning zoom call to discuss what will be made today 15 min
- Check and respond to any urgent messages or comments.
- Create & Schedule social media posts for the day on Instagram, Facebook and TikTok. Both on @Poundpainflorida and @Helpafteraccident 1 or 2 posts on each
- Set Up Ad Campaigns
 - Don't forget a Call to Action in captions that includes: "Don't get played, after an accident, DIAL #PAIN (#7246 on your Cell)"
 - Don't forget to add #PAIN logo in every post. Make it pop
 - 1 Post related to car accidents or not depending on the day
- Remix/Repost 1 interesting video (I.e., humorous, weird accident)
- Engage with other users in your industry by commenting and liking their posts.
 - Search for keywords: caraccident, caraccidentattorney and:
 - Follow 30 new people on Instagram or Facebook
 - Comment 10 posts
 - Like 20 new posts
- Like, Comment on and Repost any Official #PAIN post or story
- Research relevant industry news and see how you can use it to create new content.
- Post a story or live video to showcase your brand and engage with your audience.
- Find 5 popular trending locations/landmarks/attractions in a market area: follow, like, share, comment and then follow 5 people who tagged each location, like, comment on their post.
- Contact 3 'niche' influencers in Orlando and Florida (Injury, Cars, Music, Community, Service, Humor, ETC.)
- Encourage minimum 5 people to follow @PoundPainFlorida and @Helpafteraccident
- Respond to any new comments or direct messages.
- Confirm Plan Completion with Team Lead/Manager



Daily Marketing Plan: FRIDAY

- Morning zoom call to discuss what will be made today 15 min
- Check and respond to any urgent messages or comments.
- Create & Schedule social media posts for the day on Instagram, Facebook and TikTok. Both on @Poundpainflorida and @Helpafteraccident 1 or 2 posts on each
- Set Up Ad Campaigns
 - Don't forget a Call to Action in captions that includes: "Don't get played, after an accident, DIAL #PAIN (#7246 on your Cell)"
 - Don't forget to add #PAIN logo in every post. Make it pop
 - 1 Post related to car accidents or not depending on the day
- Remix/Repost 1 interesting video (I.e., humorous, weird accident)
- Engage with other users in your industry by commenting and liking their posts.
 - Search for keywords: caraccident, caraccidentattorney and:
 - Follow 30 new people on Instagram or Facebook
 - Comment 10 posts
 - Like 20 new posts
- Like, Comment on and Repost any Official #PAIN post or story.
- Create & Schedule social media posts for the weekend
- "Get Naked" personal thought/expression Post on Facebook/Instagram/TikTok
- Inspirational Post on Facebook/Instagram/TikTok including #PAIN logo
- Create & schedule 2 educative posts for the weekend on Help After Accident
- Respond to any new comments or direct messages.
- Confirm Plan Completion with Team Lead/Manager
- Zoom Call for the weekend



Daily Marketing Plan: Saturday & Sunday

- Check and respond to any urgent messages or comments.
- Remix/Repost 1 interesting video (I.e., humorous, weird accident) on Story
- Engage with other users in your industry by commenting and liking their posts.
Search for keywords: caraccident, caraccidentattorney and:
Unfollow the people followed during the week
Comment 10 posts
Like 20 new posts
- Like, Comment on and Repost any Official #PAIN post or story
- Complete any weekly task you may have missed during Friday