



Virtual Assistant | SMM

HIRING ASSIGNMENT

ONE

CLIENT

Client Name: EG Auto Center - 2276 US Hwy 130 Dayton, NJ 08810

Description: Owned by Pete. His son Joe is involved in the business as well. They are very hard working men who are proud to have a top-of-the-line shop catering to their customers with professionalism, a caring environment, and only using the best tools, parts, and equipment to service their customers' vehicles.

Specialty: Let's say, for this assignment, that the client specializes in service and repair of Euro (European) vehicles (primarily Mercedes, BMW, Audi, Porsche).

TWO

MARKETING CAMPAIGN - GOAL

The goal of this campaign is to increase car count at the shop. They want more cars in their bays.

The aim is to be professional, but light-hearted and caring/compassionate.

The posts will be for the month of November as this client's customers are preparing for the winter season. We want to focus on educating customers of winterization and pre-holiday maintenance for their vehicles.

Audience: adults in the Dayton, NJ area.

Drive traffic to the shop's website.

Share personable, ENGAGING content.

Encourage the audience to schedule an appointment.

There's space here for you to be creative. Let's show the shop how their social media can be used to help their customers get to know, like, and trust them.

Be creative. Create at least 5 posts.

THREE

EXPECTATIONS

Please take the time to review the client's website, social media, and Google Business Profile. Then, thoughtfully create a series of (at least) FIVE social posts (for Facebook + Instagram) to be scheduled over the course of one month.



Please provide the following:

1. At least 5 social posts copy
2. At least 5 graphics to go with each post
3. Include any relevant hashtags and/or emojis to create an engaging social post.
4. Share the date/time you'd schedule each post for this client. Give us the day of the week, the time of the day and why you chose that day/time.
5. Please create graphics in Canva. Download and place into your Google Doc with the entire campaign laid out day by day. Also, provide a link to the graphics in an editable template.
6. ***Final assignment should be emailed to caroline@shopmarketingpros.com and should include the following: Google Doc with posts and graphics. Link to editable Canva graphics used in the campaign. Deadline: 10:00am CST, Wednesday, January 4, 2023***

FOUR

ASSETS/DELIVERABLES

- WEBSITE - Website: <https://www.egautocenter.com/>
- FACEBOOK -: <https://www.facebook.com/EgAutoCenter/>
- INSTAGRAM - @EGAutomotiveCenter
- FIND CLIENT LOGO + REAL PHOTOGRAPHY IN SHARED GOOGLE DRIVE FOLDER https://drive.google.com/drive/folders/1jLdJ_rY61VofXMw6kgdhZwVvjPnRI07-?usp=sharing

FOR FURTHER INFORMATION OR QUESTIONS, PLEASE DIRECT THEM TO CAROLINE@SHOPMARKETINGPROS.COM