

Social Media Marketing Course

Duration: 15–20 Hours

Social Media Marketing is a staple for every business today. It is imperative to leverage the power of digital and social media to grow your company's business online. If your team wishes for the right social media skills and to stay abreast with the current trends and strategies, then this course is for you.

The Social Media Marketing course will enable your team to create valuable and customer-centric content to attract and retain a clearly-defined audience useful for your business.

Social Media Marketing: Session 1

Overview of Social Media Marketing

- Importance of social media marketing and its pillars
 - Social Listening
 - Social Influencing
 - Social Networking
 - Social Selling
- Different social media tools
- Key steps for social media success
- Overview of creating a social media marketing plan

Facebook marketing

- FB ads campaign creation
- Usage of power editor to create campaign
- Facebook pixels
- Facebook custom audiences and remarketing
- Facebook conversion and event tracking
- Introduction to FB Store
- Facebook Insights

Instagram marketing

- Instagram ads campaign creation

- Influencer marketing on Instagram

Instagram analytics

Social Media Marketing: Session 2

- LinkedIn marketing
 - Personal profile vs professional profiles
 - Factors to consider in creating a company profile
 - Ways of lead prospecting in LinkedIn
 - LinkedIn ads campaign creation
 - Usage of LinkedIn pulse for article marketing
- Twitter marketing
 - Best practices for creating brand on Twitter
 - Hashtags marketing on Twitter
 - Tips and Tricks for creating an engaging tweet
 - Twitter ads campaign creation
 - Twitter analytics
 - Twitter Cards
 - Social listening tool for Twitter
- Quora Marketing and its best practices
 - Create a Quora profile
 - Create a Quora topic on brand name
 - Quora Ads campaign creation
- Other social media channels
 - Google+
 - Pinterest

Social Media Marketing: Session 3

- Importance of using essential social media tools
 - Auto scheduler for social posts
 - Alert tool about the mentions
 - analyzes audience's most discussed topics in Twitter
 - Identify potential customers in the audience network
 - Manage all social media communication from one channel
 - Listen and engage with your customers on social media

- Online Reputation Management (ORM)
- Common reputation management problem areas
- Process of ORM
 - Monitoring - Being mindful of company's online brand
 - Prevention - Building on that brand
 - Cleaning - Fixing any damaging content to your brand

Learning Objectives

At the End of the course, your team will be able to:

- Effectively create campaigns for social media engagement using platforms such as Twitter, Facebook, blogs, LinkedIn, YouTube, Quora, Instagram, etc.
- Monitor and manage the online reputation of your brand through effective social media channels and networking.
- Draw unique visitors to your website with unique social media strategies, and enable focused targeting tailored to your business needs and goals.
- Help your team to not only reach old and new customers online through Social Media, but also help raise your overall brand awareness.
- Optimize campaigns to promote growth and position your brand in the global digital marketplace.

Able to design industry best social marketing strategies.

Contact Us: **TOLL FREE – 1800 200 5835**

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