

Become a
**Social Media
Marketer**

dSMMC

1.5-2 Months

PROSPECTUS 2025 - 26

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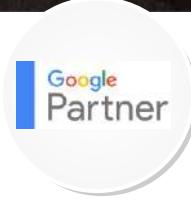
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NEWS

HT Media Invests \$3.6 Mn In Digital Marketing Startup DigiPerform

11 Jan 19 | By Dipen Pradhan

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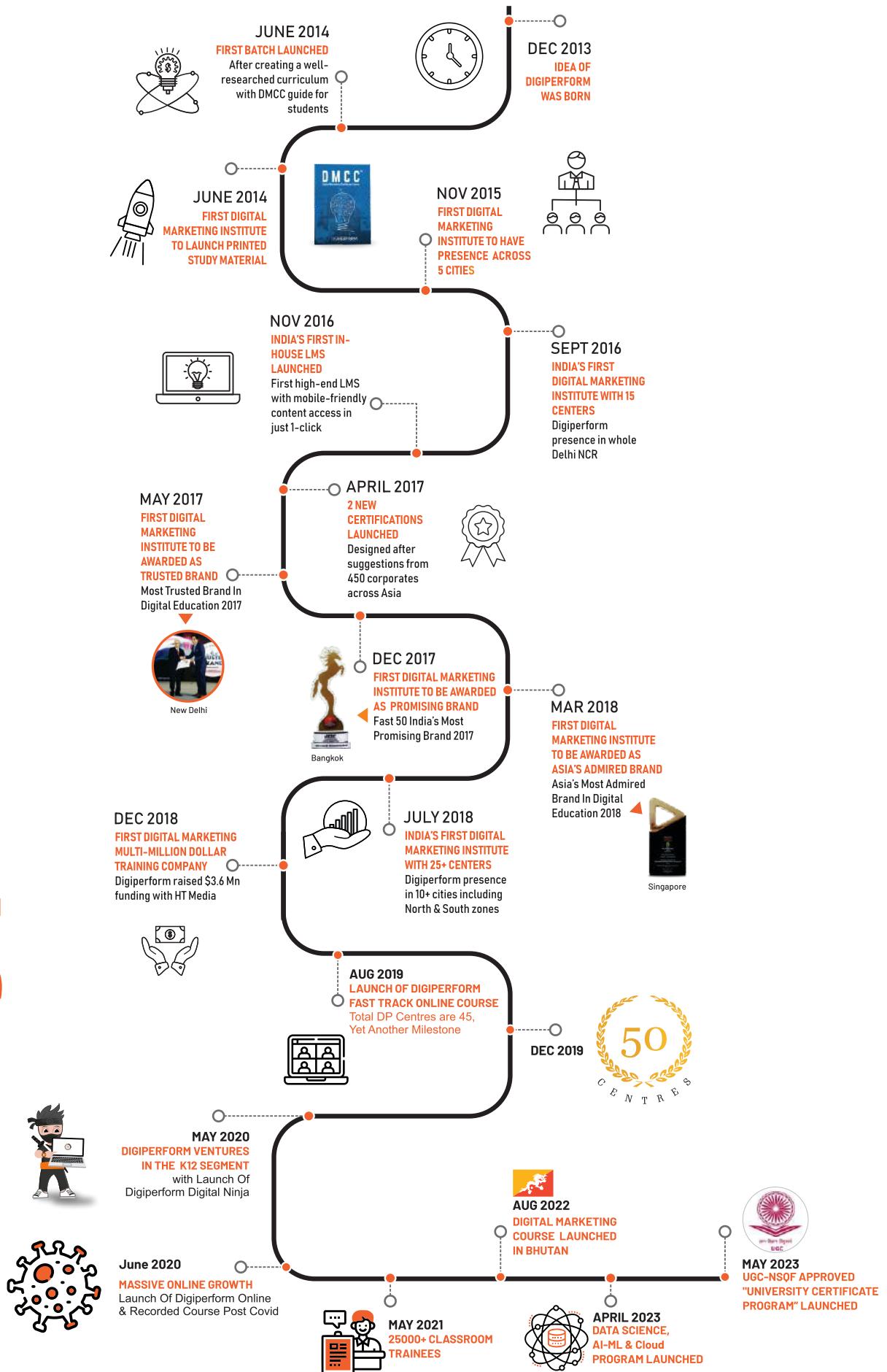
ZEEBUSINESS

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INDIA

The Digiperform Journey



Many More Milestone To Come

Digiperformer's are working at



>> Social Media Marketing

Insta And YouTube Fashion Influencer

445k Instagram Followers

I Would Recommend Digiperform For Digital Marketing Training.



Shubhi Bharal

MODULE 1:

Marketing Foundation

- History of Marketing
- Traditional vs. Digital Marketing

MODULE 2 :

Digital Marketing Ecosystem

- The Current Opportunity
- Digital Marketing Channels
- Careers in Digital Marketing

MODULE 3 :

Digital Consumer Behaviour

- Digital Consumer Journey
- Understanding Online Business Goals

MODULE 4 :

Graphic Designing For Business

- Graphic Design Fundamentals
- Designing- Marketing Kits
- Designing Online Documents
- Advanced Design Principles
- Social Media & Whatsapp Banner Design

MODULE 5 :

Video Marketing For Business

- Video Creation Strategy
- Importance of Video Marketing
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos
- Video Scripting
- Basic Video Editing
- Setting Youtube Channel
- Uploading Video on Youtube

MODULE 6 :

Introduction to Social Media

- Social Media Fundamentals
- Importance of Social Media For Business
- What Does Social Media Include

Social Media Marketing Concept

- Conversational Marketing
- Importance of content creation on social media
- Do's and Don't of Social Media

Social Media Marketing

Insta And YouTube Fashion Influencer

445k Instagram Followers

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Exploring Social Media Channels

- Size of Network
- Demography of Network
- Marketing Purpose
- Pros & Cons of Each Channel

Facebook Business Marketing

- FB Profile vs. Page Vs. Group
- Creating Pages and Groups
- How to Optimize Your Profile Settings
- How to Grow Your FB Page
- Strategic Best Practices
- FB Messenger Optimization
- FB Posting Ideas

Twitter Marketing

- How Twitter Works
- Twitter Terms
- Twitter For Business
- Quick Guided Setup
- Best Practices to Optimize Twitter

Linkedin Marketing

- Introduction to Linkedin
- Linkedin Profile Optimization
- Linkedin Network Growth Strategy
- Linkedin Post Ideas

Instagram Marketing

- Impact of Instagram On Business
- Instagram Profile Optimization
- Instagram Algorithm
- Instagram Insights
- Growing Your Instagram- Posts, Videos, Stories, Reels, Live
- How To Get More followers
- Instagram Case Studies

MODULE 7:

Facebook & Instagram Advertising

- Introduction to Facebook & IG Ads Importance
- Types of Ads- image, Video, Carousel, Story etc.
- Types of Campaigns- Awareness, Consideration, Conversion
- Sub campaigns- Reach, Traffic, Lead Generation, Sales, App Install etc.
- FB & Instagram Ad Policies
- Creating Your Ad Campaign -Live Walkthrough
- Ad Campaign Best Practices
- Ad Campaign Case -Study



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be the next
One...

75000+
Trainees

2500+
Batches

40+
Centres