

Registered Office:

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Social media optimization (SMO)

Social media optimization (SMO) Social Media Optimization is process of performing social media activity with the intent of attracting unique visitors to website content. SMO is one of two online methods of website optimization; the other method is search engine optimization or SEO.

There are two categories of SMO methods:

(a) Social media features added to the content itself, including: RSS feeds, social news and sharing buttons, user rating and polling tools, and incorporating third-party community functionalities like images and videos.

(b) Promotional activities in social media aside from the content being promoted, including: blogging, commenting on other Blogs, participating in discussion groups, and posting status updates on social networking profiles

Social media optimization is in many ways connected as a technique to viral marketing where word of mouth is created not through friends or family but through the use of networking in social bookmarking, video and photo sharing websites.

Social Media optimization is considered an integral part of an Online Reputation Management (ORM) or Search Engine Reputation Management (SERM) strategy for organizations or individuals who care about their online presence.

Social Media Optimization (SMO), is not limited to marketing and brand building. Increasingly smart businesses are integrating social media participation as part of their knowledge management strategy (ie. product/service development, recruiting, employee engagement and turnover, brand building, customer satisfaction and relations, business development and more).

Learn Social Media Optimization

Advanced SMO training course

How to do Promotions on Social Networking Sites like:

- Facebook
- LinkedIn
- MySpace
- Orkut /Bebo
- Twitter & many more...

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**How to do Promotion of your Sites using Multiple Sharing Options:**

- Digg
- Delicious
- Google Bookmarks
- Reddit
- Stumble Upon & many more...

Promoting your sites using URL Shortening Tools:

- Bit.ly
- Tiny url
- Doiop
- Memurl
- Readthisurl
- Dwarfurl & many more...

Week 1

- Social Media evolution — Web 2.0 ?
- Social media platforms that we will talk about in all the Sessions.
An extremely basic introduction to Facebook, Twitter, LinkedIn, YouTube, Scribd, Slideshare & keywords like SEO, SEM, viral marketing , Affiliate marketing, Adsense Program of Google .
- Online v/s offline advertising
- Why businesses should engage on these platforms?
- Brands get conversational
- Companies who've effectively used the social media space to their advantage
- Building Online reputation (ORM — Online Reputation Management) in Regards to relevance of websites like Mouthshut.com
- A fixed Structure for your brand's Social media campaign

Week 2

- Introduction to Social Media Networking sites:
- Facebook — finding friends on Facebook , fan pages — how do they help the brand?
- Facebook ads – How to use Facebook Ads page and Create those ads along with Targeting ?
- Facebook Groups
- Tagging — how it helps leveraging the brand?
- Orkut Account Creation and Features – Should you use Orkut or Facebook or both?
- Relevance of Blogging and MicroBlogging etc.
- Advanced Social Media knowledge & Social media Tools.

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**Week 3**

- Welcome to the world of Bloggers
- Creating Blog – Relevance of Blogs for Media or Readers ?
- Relevance of Feed Burner and Burning Feeds.
- Blog Creation – Personal Blogs on Blogger / wordpress ?
- Corporate Blog — a process of choosing the right platform for your Blog & then initiating the process of conversation.
- Embedding other social media platforms like YouTube videos, Podcasts & presentations on your blog - Blogging etiquette & dealing with posts — positive or negative!
- Creating feeds from your Blog, Connecting Blogs to other sharing panels , such as Digg , Delicious , Tumbler, Stumble upon, Facebook ,Twitter Etc.
- Twitter and its Relevance? Will learn how to create account on Twitter? Relevance of Tweeting & Retweeting?
- Do's & Don'ts for Twitter
- Different tools for monitoring, measuring & connecting on Twitter in order to get more followers & drive traffic on your Twitter handle
- Benefits of URL shortners, bit.ly, doip, dwarf url etc
- Using Tweeps, twitscoop, twazzup, search.twitter.com, Tweepie

Week 4

- Generic Internet Sharing Zone
- Where to share your Imp Documents , Presentations , Pictures, on Internet . How to upload & embed to other platforms. Ideal for start-ups Slideshare , Rapid Share etc..
- Upload relevant presentations or PDFs to share company data or case studies to YouTube
- Search Engine basic Knowledge: Understanding keywords like SEO, SEM, UGC (User generated content) ,CGC (Consumer generated content) Professional Content, Co. generated Content etc.
- LinkedIn — the professional network for your Company
- Find important & relevant people through profile search, get connected to them, Knowledge sharing , Hiring etc
- Engage with people through discussions in Groups on various Social Media sites , Get Customers and Business Expansion through these Networks.
- Formal Question Answer Doubt Session.

Week 5

- Successful Examples from Industry
- How have marketers benefited out of it till now?
- Measuring ROI on Social Media — various tried & tested methods -- Exposure , reach, Followers / Fans, Opinions / Views
- 'PR's role in Social Media
- 'Social Media Success Metrics
- Case Studies of brands performing on Social Media.
- Social Media Trends, Strategies.

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**Career Prospects:**

- Online Marketing Executive
- Online Marketing Manager
- Manage your own brand reputation on internet
- Web Marketing Advisor
- Digital Marketing Consultant
- Freelancer

SMO Course Duration

10 Hours / Weekly classes

SMO Course Fees

8000 INR

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