

## **Social Media Marketing Outline (SMM)**

### **Description:**

Learn to manage and grow businesses through social media platforms like Facebook, Instagram, and LinkedIn.

### **Duration:**

6 weeks

### **Level:**

Beginner

### **Modules / Topics:**

- Introduction to Social Media Marketing
- Understanding Facebook, Instagram & LinkedIn Marketing
- Basics of Content Creation and Scheduling
- Social Media Engagement and Growth
- Introduction to Paid Social Media Advertising
- Social Media Analytics and Reporting

### **Tools & Technologies:**

Meta Business Suite,

### **Expected Outcome:**

Develop a strong understanding of social media marketing and be capable of creating and managing campaigns to grow brand presence on various platforms.