Course 3 overview

Hello, and welcome to the third course in the program, **From Likes to Leads: Interact with Customers Online**. Social media is a key digital marketing channel for many organizations because of the large number of people who use social media platforms to socialize, interact with businesses, and share content. Social media can help engage customers with your brand and drive them towards action. By the end of this course, you will be able to develop a strategy for your social media campaign, plan and publish content at the right time and frequency, listen to and engage your social media audience, measure and report on the success of your campaigns, and run a paid social media campaign.

Course progress

The entire program has seven courses. **From Likes to Leads: Interact with Customers Online** is the third course in the series.

1. **Foundations of Digital Marketing and E-commerce** ⧉ —Learn about the fields of digital marketing and e-commerce and the skills needed for associate-level roles.

2. **Attract and Engage Customers with Digital Marketing** ⧉ —Apply the marketing funnel concept to stages of the customer journey, including engagement, conversion, and loyalty. Learn methods for search engine optimization so potential customers find your products or services.

3. **From Likes to Leads: Interact with Customers Online** ⧉ —(*current course*) Learn how to create marketing content and ads on social media platforms and evaluate their effectiveness using social media analytics data.

4. **Think Outside the Inbox: Email Marketing** ⧉ —Learn how to execute email campaigns, use mailing lists, and automate customer communication and workflows.

5. **Assess for Success: Marketing Analytics and Measurement** ⧉ —Learn how to collect, monitor, analyze, and present data from marketing campaigns using analytics and presentation tools.

6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** ⧉ —Learn the process to create a new e-commerce store and drive traffic to the online business through advertising campaigns.

7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** ⧉ —Learn strategies to build customer loyalty in e-commerce and use specific tools to help develop and maintain client relationships. This course also closes out the program with professional development topics to help you prepare for a job search.

Course 3 content

This course has weekly assignments. You can complete them at your own pace; however, the weekly assignments are designed to help you finish the program in six months or fewer. Refer to the information below about weekly progression for this course. Good luck as you continue towards completion of the program!

Week 1: Introduction to From likes to leads: Interact with customers online

You will study the importance of social media marketing in promoting a business or product. Next, you'll explore common social media platforms used in digital marketing and how to choose the best platform for a campaign. Then, you'll discover the five core pillars of social media marketing: strategy, planning and publishing, listening and engagement, analytics and reporting, and paid social media.

Week 2: Social media strategy, planning, and publishing

You will focus on the first two core pillars of social media marketing: strategy, and planning and publishing. You'll also learn how to accomplish business goals with a social media marketing campaign and how to identify a target audience while building a brand identity on social media. Then, you'll learn the differences between paid, owned, earned, and organic social media marketing. Then, you'll determine how to publish content at the right time and with the right frequency.

Week 3: Listening and engagement on social media

You will focus on the third core pillar of social media marketing: listening and engagement. You'll learn the importance of social listening and how to use popular social listening tools. Then, you'll explore ways to develop relationships with customers and build brand authority.

Week 4: Social media analytics and reporting

You will focus on the fourth core pillar of social media marketing: analytics and reporting. You'll explore the importance of social media analytics and describe different analytics segments. Next, you'll learn about popular analytics tools and understand how to use the data gathered to make decisions and improvements. Then, you'll examine the importance of social media reports and practice creating one.

Week 5: Paid social media

You will focus on the fifth core pillar of social media marketing: paid social media. You'll learn about the benefits of paid advertising on social media and how to choose the best platforms for your ads. You'll also explore ad formats and content types for different social media platforms and measure the impact of an ad campaign on a social media platform. You'll end the course by describing common types of social testing and how to run a social test.

What to expect

This course offers a series of lessons with many types of learning opportunities. These include:

- **Videos** for instructors to teach new concepts and demonstrate the use of tools
- **Readings** to introduce new ideas and build on the concepts from the videos
- **Discussion forums** ⧉ to share, explore, and reinforce lesson topics for better understanding
- **Discussion prompts** to promote thinking and engagement in the discussion forums
- **Self reviews** to practice tasks and check your results for accuracy or correctness
- **In-video quizzes** to help your comprehension of content presented in videos
- **Practice quizzes** to prepare you for graded quizzes
- **Graded quizzes** to measure your progress, give you valuable feedback, and satisfy program completion to obtain a certificate—Following program guidelines, you can take a graded quiz multiple times to achieve a passing score of 80% or higher.

Tips for success

- It is strongly recommended to go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced in this course. They are designed to support your learning.
- When you encounter useful links in this course, remember to bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct** ⧉ to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Mark as completed

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