

## Course Name: Social Media Marketing

**Duration: 3 Months**

### Course Introduction:

In our Social Media Marketing course, students immerse in the dynamic realm of digital promotion, which will equip them with skills to build and enhance brands across diverse social media platforms. Over the subsequent weeks, students will gain practical expertise in creating compelling content tailored for platforms such as Facebook, Instagram, Twitter, and LinkedIn. The curriculum also includes in-depth sessions on utilizing analytics tools, understanding algorithmic trends, and implementing effective advertising campaigns. The final segment of the course focuses on developing a robust social media strategy, encompassing community management, crisis response, and leveraging emerging trends. Through a blend of theoretical knowledge and hands-on practical exercises, students will graduate with the skills and insights needed to excel in the ever-evolving landscape of social media marketing.

Week	Course Content/Outline	Learning Outcomes
<b>W1</b>	<b>Social Media Basics</b> <ul style="list-style-type: none"> <li>What is Social Media Marketing?</li> <li>Objectives of Social Media Marketing Course.</li> <li>Why do we need a Social Media Marketing?</li> <li>Types of social media.</li> <li>Setting up Profiles &amp; Pages.</li> <li>Social Media Goals &amp; Strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Objective of SMM</li> <li>Why we need SMM</li> <li>Types of Social Media Marketing</li> <li>SMM Goals</li> </ul>
<b>W2</b>	<b>Facebook Marketing</b> <ul style="list-style-type: none"> <li>Introduction to Facebook</li> <li>Set up your Profile.</li> </ul>	<ul style="list-style-type: none"> <li>Create a Facebook Account.</li> <li>Create a Facebook Page.</li> </ul>



	<ul style="list-style-type: none"><li>• Set up proper Profile settings.</li><li>• How to Start and Create a Page.</li><li>• Create BM AND AD</li></ul>	<ul style="list-style-type: none"><li>• Create Ad Account</li><li>• Create BM</li></ul>
<b>W3</b>	<b>Facebook Marketing</b> <ul style="list-style-type: none"><li>• Set up Facebook Adverts Account with proper settings.</li><li>• How to Create Winning Ads &amp; Get Great Results from Facebook Advertisement.</li><li>• FB awareness Ad</li></ul>	<ul style="list-style-type: none"><li>• Set up Facebook Ads effectively</li><li>• To create compelling campaigns</li><li>• To utilize awareness for optimal results</li></ul>
<b>W4</b>	<ul style="list-style-type: none"><li>• Facebook Eng. Ads</li><li>• Facebook Lead Ads</li><li>• Facebook Traffic Ads</li></ul>	<ul style="list-style-type: none"><li>• Implement Facebook Engagement Ads for increased interaction and employ Facebook Lead Ads for effective lead generation</li></ul>
<b>W5</b>	<ul style="list-style-type: none"><li>• Tracking (pixel and event)</li><li>• Audience in Facebook</li></ul>	<ul style="list-style-type: none"><li>• Define target audience on Facebook</li><li>• Tracking in Facebook</li></ul>
<b>W6</b>	<ul style="list-style-type: none"><li>• FB App Promotion</li><li>• FB Sale Ads</li></ul>	<ul style="list-style-type: none"><li>• Promote apps on Facebook</li><li>• To optimize sales through effective Facebook Sale Ads</li></ul>
<b>W7</b>	<b>Instagram Marketing</b> <ul style="list-style-type: none"><li>• Introduction to Instagram.</li><li>• What is Instagram &amp; why you should use it?</li><li>• How to improve your Instagram Marketing?</li><li>• Profile setup.</li><li>• Setting up Business Strategy.</li><li>• How to write a convincing Bio?</li></ul>	<ul style="list-style-type: none"><li>• Create an Instagram Business Account.</li><li>• Place an Ad on Instagram.</li><li>• Find/Create Hashtags.</li><li>• Create Threads Account.</li></ul>



	<ul style="list-style-type: none"><li>• Content Strategy.</li><li>• Best Instagram Hashtags for Business.</li><li>• Super &amp; Simple ideas for What to post on Instagram.</li><li>• Link Instagram with Adverts.</li><li>• Instagram Ads.</li><li>• Influencer Marketing.</li></ul>	
<b>W8</b>	<b>LinkedIn Marketing</b> <ul style="list-style-type: none"><li>• Introduction to LinkedIn.</li><li>• How to Find &amp; Add connection.</li><li>• LinkedIn for Business.</li><li>• LinkedIn Marketing Tips.</li><li>• Transform your LinkedIn profile into a Marketing Tool.</li><li>• LinkedIn Profile Setup.</li><li>• LinkedIn Professional Account.</li><li>• LinkedIn Business Setup.</li><li>• Advertise on LinkedIn.</li><li>• LinkedIn Business Services.</li><li>• Basics of LinkedIn Products.</li><li>• Job Posting.</li></ul>	<ul style="list-style-type: none"><li>• Create LinkedIn Professional Account.</li><li>• Create Business Page.</li><li>• Manage Connections.</li><li>• Find Targeted Business Leads.</li><li>• Find Clients for Your Business.</li><li>• Manage Business Solutions.</li></ul>
<b>W9</b>	<b>Twitter Basics</b> <ul style="list-style-type: none"><li>• Introduction to Twitter.</li><li>• What is Twitter?</li><li>• Why you should use it?</li><li>• Establish your Twitter Presence.</li><li>• Tweet Research.</li><li>• Trends Knowledge.</li><li>• Twitter Ads.</li></ul>	<ul style="list-style-type: none"><li>• Create a Twitter Account.</li><li>• Post Tweet.</li><li>• Promote Tweet Organically.</li><li>• Ad Placement.</li></ul>



<b>W10</b>	<b>YouTube Marketing</b> <ul style="list-style-type: none"><li>• Introduction to YouTube.</li><li>• Creating a Channel.</li><li>• Developing a Strategy for Video Content.</li><li>• Use of YouTube Studio.</li><li>• Ads Creation.</li><li>• Ads Analytics.</li><li>• Knowledge of Monetization.</li><li>• Video SEO.</li></ul>	<ul style="list-style-type: none"><li>• Create a YouTube Account.</li><li>• Create a YouTube Channel.</li><li>• How to Upload Video?</li><li>• Video SEO.</li><li>• Create YouTube Ad Campaign.</li><li>• YouTube Monetization Rules.</li><li>• Tube Buddy.</li><li>• Rapid Tag.</li><li>• Video Marketing Tools.</li></ul>
<b>W11</b>	<b>TikTok Marketing</b> <ul style="list-style-type: none"><li>• Introduction to TikTok.</li><li>• Account setup and profile settings.</li><li>• Understanding the audience &amp; content.</li><li>• Introduction to TikTok marketing.</li><li>• TikTok Ad retargeting</li></ul>	<ul style="list-style-type: none"><li>• Create a TikTok Account.</li><li>• Post Videos on TikTok.</li><li>• Create TikTok Ads Manager Account.</li></ul>
<b>W12</b>	<b>Freelancing</b> <ul style="list-style-type: none"><li>• What is freelancing</li><li>• What the opportunity after the course</li><li>• How to Create an Upwork Account and Apply jobs</li><li>• How to create and LinkedIn Account and get jobs through it.</li></ul>	<ul style="list-style-type: none"><li>• Create Upwork account and apply jobs</li><li>• Create LinkedIn account and get jobs</li><li>• Understand the different strategies to grow in SMM.</li></ul>