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| Week | Topic | Feedbacks |
| 1 | What is Social Media Marketing?  Importance of Social Media Marketing in eCommerce  Why businesses need Social Media Marketer?  Types of social media  Social Media Marketing Goals & Strategies.  Setting up Meta i.e. Facebook Profiles & Pages.  How to decide which product/service to sell? | How well did you grasp the key insights about the objectives of Social Media Marketing (SMM) during the class?  How well can you demonstrate your understanding of Social Media Marketing importance in businesses?  How well did you analyze and communicate the most compelling reasons for businesses to hire Social Media Marketer (SMM)?  How well can you demonstrate your ability to define measurable and achievable goals for a social media campaign, incorporating the principles learned in class?  Do you think you understood the steps of product selection? |
| 2 | What is target audience?  Identifying the target audience i.e. demographics, interest, behavior, psychographics  Content Creation  Importance of AIDA in content  Use of AI for creative creation | How well do you understand to identify the target audience?  Are you able to create primary and secondary audiences.  How well were the content creation strategies (like AIDA) discussed effective in driving sales to your business?  How clear and easy were the instructions for each topic to follow?  How effective do you think the strategies (audience & content) discussed in the course are for achieving the goals of starting, and growing social media of the business? |
| 3 | How to develop a marketing plan  Developing content Strategy  Utilizing AI for content strategy creation  Scheduling post according to content calendar.  Tools for Social Media.  Content Tools.  Scheduling Tools. | How well did the lecture effectively guide you through the process of developing a marketing plan?  At what extent are you able to develop the content strategy?  How straightforward and user-friendly are the instructions provided for each topic?  How much were the concepts discussed in the course are useful for the growth of any business?  How comprehensive is your understanding of the available settings for scheduling your Facebook posts based on the guidance provided? |
| 4 | Set up Facebook Business Account with proper settings.  How to Create Ads & Get Great Results from Facebook Advertisement.  FB awareness Ad.  <https://forms.gle/r9RNQqgwvNkYCJRZ6> | How well do you understand the features and capabilities of Canva after the introduction?  How well can you create videos using Canva?  How well can you explain the importance of elements like color, font, and imagery in logo creation using Canva?  How well can you leverage Canva's features to enhance the visual appeal and storytelling in your videos?  How flexible do you find Canva for different design purposes? |
| 5 | Tracking (pixel and event).  Audience in Facebook.  https://forms.gle/vSewhLum2bxVxEKp7 | How well you know about key steps involved in setting up a Facebook Ads?  How well are you able to define a clear advertising objective when setting up a Facebook Ads account?  How well can you configure targeting options, such as demographics and interests, for a Facebook Ads campaign?  How well have you gained knowledge to configure targeting options, such as demographics and interests, for a Facebook Ads campaign? |
| 6 | Ad Center.  Levels of ads on facebook.  How to create ads.   <https://forms.gle/zRrYSHZQzPNnzXYQ8> | How well do you know about "custom audience" now?  How well can you capture an ID from request parameters in a React application?  How well are you able to create a custom audience on Facebook?  How well have you learnt about monetizing other's content or audience on Facebook?  How well can you outline the basic strategies for someone looking to start monetizing their content or audience on Facebook? |
| 7 | Introduction to Instagram.  What is Instagram & why you should use it?  How to improve your Instagram Marketing?  Profile setup.  Setting up whatsapp business.  How to write a convincing Bio?  Best Instagram Hashtags for Business.  Super & Simple ideas for What to post on Instagram.  Link Instagram with Adverts.  Instagram Ads.  Influencer Marketing.  <https://forms.gle/tTFtL8izNTMMcBn47> | How well are you able to start the process of creating an Instagram Business Account?  How well can you explain the key differences between a personal Instagram account and a business account?  How well do you know the steps involved in creating and running an ad on Instagram?  How well can you describe different ad formats available on Instagram?  How well can you go about creating a Threads account? |
| 8 | Introduction to LinkedIn.  How to Find & add connection.  LinkedIn Sales Navigator LinkedIn for Business.  LinkedIn Marketing Tips.  Transform your LinkedIn profile into a Marketing Tool.  LinkedIn Profile Setup.  LinkedIn Professional Account.  LinkedIn Business Setup. Advertise on LinkedIn.  LinkedIn Business Services.  Basics of LinkedIn Products.  Job Posting.  <https://forms.gle/5uDGKsLsdbhFbbj96> | How well are you able to create Business Page on LinkedIn?  How much are you satisfied with the connection strategies?  How well are you able in identifying and reaching out to targeted business leads on LinkedIn?  How effectively LinkedIn has utilized to address and manage our business solutions?  How well do you know about the tools or features on LinkedIn that you believe could be beneficial for improving our overall business management? |
| 9 | Introduction to Twitter.  What is Twitter?  Why you should use it?  Establish your Twitter Presence.  Introduction to Snapchat.  Snapchat Marketing.  Snapchat Geo Targeting.  <https://forms.gle/oXK867qTWWR539yF8> | How well were you able to find most crucial to include in your Twitter profile to make it engaging and reflective of your identity or purpose?  How well was the process defined for creating a Twitter account?  How well were you able to approach promoting your tweet organically?  How well do you know about the strategies you can use to increase visibility and engagement without resorting to paid promotions?  How well do you know about Twitter profile in engaging and reflecting your identity or purpose? |
| 10 | Introduction to YouTube.  Creating a Channel.  Developing a Strategy for Video Content.  Use of YouTube Studio.  Ads Creation.  Ads Analytics.  Knowledge of Monetization.  Video SEO.  <https://forms.gle/KorcdjWsjX8phVGH9> | How well did you understand the overview of the key features and functionalities of YouTube?  How confident are you in explaining the importance of YouTube as a marketing platform?  How well do you know the steps involved in creating a YouTube channel?  How well were you able to encounter the challenges during the channel creation process?  How comfortable were you in using YouTube Studio for video management and analytics? |
| 11 | Introduction to TikTok.  Marketing Account setup and profile settings.  Understanding Levels of Tiktok ads Introduction to TikTok marketing.  TikTok Ad retargeting   <https://forms.gle/pBcaGKVTsZmxV8RH6> | How well do you know about the key steps involved in creating a Snapchat account for marketing purposes?  How well can you describe the significance of using filters in Snapchat marketing.  How well do you know how can businesses leverage geofilters to enhance their marketing efforts on Snapchat?  How effectively can you explain the role of Snapchat Ads Manager in a marketing strategy?  How well do you know what elements should businesses consider when designing an effective Snapchat ad? |
| 12 | What is freelancing.  Job interview preparation.  What the opportunity after the course.  How to Create an Upwork Account and Apply jobs.  How to create and LinkedIn Account and get jobs through it.  <https://forms.gle/DrTaXjiUaSxMqoaX8> | How well do you know about what profile settings are crucial for optimizing a TikTok account for marketing purposes?  How well are you able to identify and understand the target audience on TikTok?  How well can you describe the key features and controls available for creating and editing videos on TikTok?  How well are you able to explain the concept of ad retargeting on TikTok and its significance for marketers? |