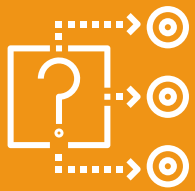
Social Media Marketing

Engineer your Career as Social Media Marketer

Training by Qasim Nadeem

Problem identification requires critical thinking,
But solving a Problem just requires creative thinking_

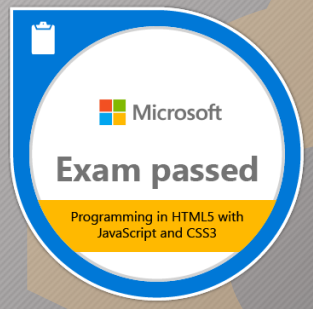
What is Course About?



Digital Marketing is like breath to the businesses today, so its understanding gives you the highest place in the business world. Training is carefully designed to meet all the requirements of the Digital Marketer job role in the current marketplace.

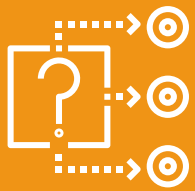
The course also addresses the ECommerce trends so the digital marketer can help businesses to sell their products over the Internet. And the addition of WordPress let you fly solo in the freelancing market

Meet the Instructor

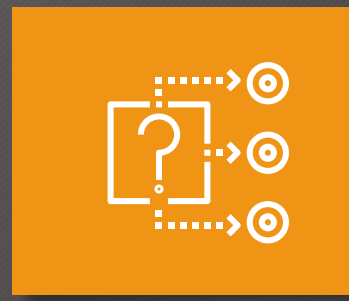


- Microsoft Certified Professional in Web and Cloud Technologies
- Started Professional Life in **1989-90** and spent 7 years in Low Level Software Engineering
- A Decade in Networks i.e. MCSE CCNA CCNP
- Last Decade in Web & Software Engineering i.e. MEAN & MERN Stack (Node.js, ExpressJS, ReactJS, NextJS, Angular, MongoDB), PHP - Laravel, ASP.Net, C#, Java, Android, SQL Server, HTML, CSS, Javascript etc.
- Digital Marketing (SMO, SMM, SEO, Affiliate Marketing, Blogging)
- Running a Software House that delivers various products i.e. Ecommerce Portals, Job Portals, LMS, Corporate Websites etc.
- Consultant to Ecommerce & Web Industry
- Working in capacity of Principal Technologist & eCommerce Expert

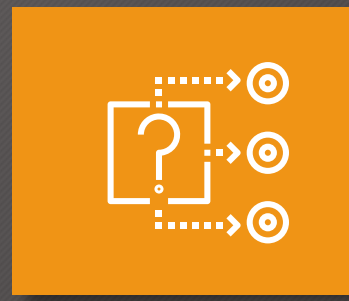
Participants Introduction



Social Media Marketing Scope



Course Content



In-demand Skills for the SMM Role

- Understanding of Marketing Concepts
- Graphics Designing
- Videos & Video Editing
- Web Design / WordPress
- Social Media Marketing i.e. META, LinkedIn, Google, YouTube, TikTok etc

Marketing & Digital Marketing

- The Marketing?
- Marketing Process
- Digital Marketing?
- Facts about Traditional & Digital Marketing
- Inbound & Outbound Marketing
- Why we choose Digital Marketing?
- Social Media Basics
- What is Social Media Marketing?
- Objectives of Social Media Marketing Course
- Why do we need a Social Media Marketing?
- Types of social media
- Setting up Profiles & Pages
- Social Media Goals & Strategies

Social Media Marketing - Facebook

- Account Creation & Setting up Profile
- Facebook Page Idea & Creation
- Brand Creation
- Social Sharing
- Insights
- Groups
- Business Account
- Set up Facebook Adverts Account with proper settings
- How to Create Winning Ads & Get Great Results from Facebook Advertisement
- Pixel Setup and Events
- Facebook Ads i.e. Awareness, Engagement, Lead, Traffic, Sales
- Facebook App Promotion

Social Media Marketing - Instagram

- Introduction to Instagram.
- What is Instagram & why you should use it?
- How to improve your Instagram Marketing?
- Profile setup
- Setting up Business Strategy
- How to write a convincing Bio?
- Content Strategy.
- Best Instagram Hashtags for Business
- Super & Simple ideas for What to post on Instagram.
- Link Instagram with Adverts
- Instagram Ads
- Influencer Marketing

Social Media Marketing - LinkedIn

- Introduction to LinkedIn.
- How to Find & Add connection.
- 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

Social Media Marketing - Twitter

- Introduction to Twitter
- What is Twitter?
- Why you should use it?
- Establish your Twitter Presence
- Tweet Research
- Trends Knowledge
- Twitter Ads

Social Media Marketing - YouTube

- 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

Search Engine Marketing

- Keyword Research
- Google Search Ads
- Display Ads
- Insights

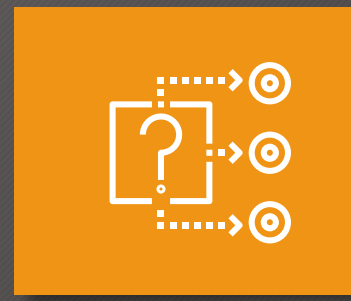
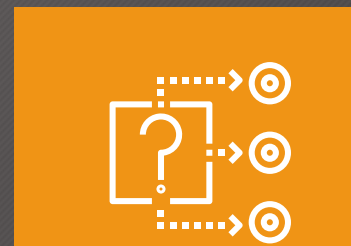
Social Media Marketing - TikTok

- Introduction to TikTok.
- Account setup and profile settings.
- Understanding the audience & content.
- Introduction to TikTok marketing.
- TikTok Ad retargeting

Freelancing

- What is freelancing
- 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.

Let’s Dive into Course



Jazak'Allah