



38 hours of training



LET YOUR CAREER IN SOCIAL MEDIA MARKETING GO VIRAL.

**ENROL IN OUR PROGRAMME FOR
SOCIAL MEDIA MARKETING TODAY.**

This programme equips you with hands-on expertise in creating social media marketing strategies and running social media marketing campaigns. The participants are first brought up to speed with the basics of digital marketing, and after developing a thorough understanding of the same, one progresses towards gaining expertise in social media marketing.

Who can apply?

This specially created programme is for anyone who has a basic knowledge of working with Windows and the Internet, and is looking to enter the digital marketing space.

How does it help?

Social media marketers are in great demand due to social media gaining importance as a marketing platform for businesses. This course will help you in gaining hands-on understanding of running marketing campaigns on social media and acquiring essential social media marketing skills.

What will you learn?



Basics of digital marketing



Creating a social media strategy for all social platforms (Facebook, YouTube, Twitter, Google, Instagram, Pinterest, Google Plus)



Running marketing campaigns on social media platforms



Building great content that appeals to the audience



Scheduling content for publishing on social media

How does NIIT give you an edge?



Hybrid Learning: 38 classroom hours + 38 hours of online practice exercises + weekly quizzes on app



Faculty guidance through app



Faculty with industry experience



India's most trusted training brand



35 million learners worldwide

Centre Address: