

#FutureReady

**NIIT**



**LET YOUR CAREER IN  
SOCIAL MEDIA GO VIRAL.**

NIIT's course for **Social Media Marketing.**

1800 3000 6448 | [NIIT.COM](https://www.niit.com) |    

This Program equips you with hands-on expertise in creating social marketing strategy and running social media marketing campaigns, participants are first brought up to speed with the basics of digital marketing and after developing the understanding of digital marketing one progresses towards gaining expertise in social media marketing. And, what's more? This programme is also available on NIIT Digital, our very own Online Learning Platform.

## 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 that are required in the digital marketing industry.

## How does NIIT give you an edge?

- Hybrid Learning: 38 classroom hours + 38 hours 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

## Now join the Social Media Marketing programme from anywhere with NIIT Digital

NIIT Digital is a Learner Experience Platform where you will have access to complete course related information at your fingertips. Our multi-featured platform is sure to make learning a rich and fun experience for you. Additionally, you can also connect with the nearest NIIT Centre for service support or doubt clarifications.



**Classroom-Like Experience**



**LIVE Classes by Instructors**



**Faculty & Peer Chat**



**Learning Resources**



**Nearest NIIT Centre Connect for Support**

## What will you learn?

- Basics of digital marketing
- Create a social media strategy for all social platforms (Facebook, YouTube, Twitter, Google, Instagram, Pinterest, Google Plus)
- Running Marketing Campaigns on Social Media Platforms
- Build great content that appeals to the audience
- Scheduling content for publishing on social media