



Course Duration: 1 Month

Classes per Week: 3

Each Class: 2 Hours

Total Classes: 12

Total Hours: 24



Week 1: Foundations of Social Media Marketing (6 Hours)

♦ Class 1: Introduction to SMM (2 Hours)

- What is Digital Marketing vs SMM?
- Importance of social media in modern marketing
- Overview of top platforms: Facebook, Instagram, LinkedIn, X (Twitter), YouTube, Pinterest
- Role of an SMM expert

♦ Class 2: Social Media Strategy Planning (2 Hours)

- Setting S.M.A.R.T. goals
- Identifying and understanding your target audience
- Choosing the right platforms for your brand
- Creating a content calendar

♦ Class 3: Brand Building on Social Media (2 Hours)

- Crafting brand voice and persona

- Visual branding (logo, colors, templates)
- Consistency in tone, messaging, and timing



Week 2: Platform-Specific Strategies (6 Hours)

♦ Class 4: Facebook & Instagram Marketing (2 Hours)

- Profile/page setup and optimization
- Organic content vs Paid ads
- Facebook Business Suite, Meta Ads Manager
- Stories, Reels, and boosting posts

♦ Class 5: LinkedIn & Twitter/X for Professionals (2 Hours)

- Creating and optimizing a business profile
- Content types: posts, polls, articles
- LinkedIn networking and lead generation
- Twitter hashtags, trends, and engagement

♦ Class 6: YouTube & Pinterest Marketing (2 Hours)

- Basics of YouTube SEO: titles, thumbnails, tags
- Video marketing strategies
- Pinterest board setup and visual search power
- Driving traffic through content pins



Week 3: Content, Tools & Advertising (6 Hours)

♦ **Class 7: Content Creation & Scheduling (2 Hours)**

- Types of content: images, videos, infographics, text posts
- Canva & other tools for creatives
- Scheduling tools: Buffer, Hootsuite, Meta Planner
- Content pillars & storytelling

♦ **Class 8: Paid Campaigns & Ad Management (2 Hours)**

- Introduction to Paid Ads on Facebook & Instagram
- Understanding campaign structure: Awareness, Consideration, Conversion
- Budget setting, targeting, and performance metrics
- A/B testing basics

♦ **Class 9: Analytics & Reporting (2 Hours)**

- Understanding platform insights and KPIs
- Engagement rate, reach, impressions, CTR, CPC
- Google Analytics overview
- Creating performance reports for clients



Week 4: Trends, Tools & Capstone Project (6 Hours)

♦ **Class 10: Social Media Trends & Best Practices (2 Hours)**

- Latest trends: AI in SMM, Reels, Influencer marketing
- Do's & Don'ts on each platform

- Social listening tools
- Hashtag strategy
- ◆ **Class 11: Influencer & Affiliate Marketing (2 Hours)**
 - Identifying influencers and building partnerships
 - Collaborations and UGC
 - Basics of affiliate marketing via social channels
- ◆ **Class 12: Final Project & Career Paths (2 Hours)**
 - Capstone: Create a full 1-week campaign plan for a product/service
 - Presentations and feedback
 - Freelancing, jobs, certifications (Meta, HubSpot)
 - Resume and portfolio guidance

Tools Covered

- Meta Ads Manager
- Canva
- Buffer / Hootsuite
- Google Analytics
- ChatGPT (for content ideas)
- LinkedIn Creator Mode
- Bitly (URL tracking)