



LONDON SCHOOL
DIGITAL
MARKETING

Social Media Marketing (part 1 & 2)

3 HOURS • CLASSROOM • NO PRE-REQS



Industry Approved

SYLLABUS ADVISORY COUNCIL MEMBERS INCLUDE:



Single Module

Social Media Marketing (Part 1)

The first Social Media Marketing module enables you to effectively engage with customers across a diverse range of social media platforms.

You will appreciate the emerging trends in the social media space and the opportunity afforded by the 'always connected' social consumer. You will recognise the suitability of different social platforms for your aims and objectives, and appreciate the challenges of social media.

You will be able to select and prioritise different goals for your customers,

products and services, as well as recognise the different social media communication styles that apply to different audiences.

This module covers the key concepts and terminology used in social media, and you will be able to configure social media accounts across Facebook, Twitter, LinkedIn, YouTube and Google +, as well as learning about the new emergent social platforms. Implement appropriate privacy settings across your social media, and develop profiles that engage across a range of social media platforms.

Topics covered include:

- Key Concepts
- Social Media Goals
- Setting Goals and Priorities
- Facebook Features
- Facebook Newsfeed
- Facebook Insights
- Facebook Business Page
- Twitter Features
- Twitter Engagement
- LinkedIn Setup & Profile
- LinkedIn Features
- LinkedIn Company Page
- Google+ Setup
- Google+ Features
- Google+ Analytics
- Google+ Insights
- Google+ Brand Page
- YouTube Setup
- YouTube Channels
- YouTube Channels
- YouTube Features
- Tumblr
- Blogging

Single Module

Social Media Marketing (Part 2)

The second Social Media Marketing module explores how to implement social advertising features to build and sustain relationships with customers. You will appreciate the challenges of implementing an effective Social Media strategy for your business, with a focus on the importance of listening as the critical starting point.

Addressing social media platforms such as Facebook, Twitter and LinkedIn, you will learn how to use advanced features such as Events, Groups, Promotions, Offers and Jobs. Learn to implement

social plug-ins and integrate third party applications, such as ecommerce. Learn how to set suitable goals for your chosen social media platforms, and create and manage your campaigns to budget and schedule.

You will be able to accurately measure the effectiveness of your social media campaigns using analytics, evaluate information about budgetary spend against baseline expectations.

Lastly, you will be aware of privacy and data protection issues associated with social media marketing.

Topics covered include:

- Implementing Social
- Social Listening
- Content Planning
- Scheduling Tools
- Facebook Advertising
- LinkedIn Groups
- LinkedIn Advertising
- Twitter Advertising
- Pinterest
- Instagram
- Snapchat
- Facebook Insight
- Google+ Insight
- YouTube Insight
- Facebook Analytics
- Twitter Analytics
- LinkedIn Analytics
- Laws & Guidelines



Subject Matter Experts

The module will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.



The course made the whole digital realm seem less complicated and actually very easy to navigate given the right tools.

Conor O'Sullivan

Certification

London School of Digital Marketing's syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 4 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 4 corresponds to level 4 on the European Qualifications Framework (EQF).



Syllabus Advisory Council

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The Syllabus Advisory Council includes experts from;



