

Mastering Social Media Marketing - Short Course (Virtual)

Learn to Harness the Power of Social Media Platforms for Marketing Success

WHAT YOU'LL LEARN

- Create impactful posts and campaigns across various social media platforms.
- Develop and optimize business profiles on Facebook, LinkedIn, X, Pinterest, and YouTube.
- Run effective paid promotions and ads, including Facebook Meta Ads, Instagram Ads, and YouTube Ads.
- Master additional marketing tools such as WhatsApp/SMS marketing and email marketing.

REQUIREMENTS

Basic computer literacy and internet skills.

Familiarity with social media platforms is helpful but not required.

A desire to explore digital marketing opportunities.

WHO'S THIS COURSE IS FOR

Aspiring digital marketers looking to specialize in social media marketing.

Entrepreneurs and small business owners who want to promote their brands online.

Marketing professionals seeking to upgrade their skills in paid promotions and organic growth.

Students interested in pursuing a career in digital marketing.

DESCRIPTION

The **Mastering Social Media Marketing** course is a comprehensive program designed to equip learners with the skills needed to excel in social media marketing. This course covers the fundamentals of various platforms, paid promotions, and content creation to drive engagement, brand awareness, and sales.



₹ 8000 ~~₹10000~~

20% off



Date

01 May to 01 Jun 2025

Time

05:30 PM - 07:00 PM

Total Sessions (Hours)

8 (12h 0min)

Level

Beginner

Language

English



Mr. Chirag Shah

Instructor

Students

9

Courses

3

Course Duration and Schedule

- **Total Duration:** 1 months
 - **Start Date: Every Week. Enroll now**
 - **Days:** 2 days a week (Mon-wed).
 - **Session Length:** 1.5 hours per session.
 - **Total Sessions:** 8 sessions (12 hours).
 - **Institute Timings:** : **5:30 PM to 7:00 PM**—choose a 1.5-hour session that fits your convenience.
 - **Language of Teaching:** English, Hindi
 - **Mode** - Virtual Live Classes
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What You'll Learn

Social Media Platforms Basics

- Overview of popular social media platforms.
- Understanding platform-specific audience behavior and preferences.

Content Creation for SMM

- How to create visually appealing and engaging posts.
- Best practices for post timing, captions, and hashtags.

Platform-Specific Marketing

- **Facebook:** Creating and managing pages, Facebook Meta Ads campaigns.
- **LinkedIn:** Building personal profiles, company pages, and LinkedIn Ads.
- **X (formerly Twitter):** Optimizing profiles, crafting posts, and running paid promotions.
- **Pinterest:** Setting up boards and running promotions for niche markets.
- **YouTube:** Creating a channel, producing videos, and running YouTube Ads.

Additional Marketing Tools

- **WhatsApp/SMS Marketing:** Crafting impactful messages for direct audience engagement.
- **Email Marketing:** Building email lists and designing effective campaigns.

Advanced Ad Strategies

- Running cost-effective ad campaigns tailored to your audience.
 - Monitoring ad performance and making data-driven adjustments.
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Course Modules

Module 1: Introduction to Social Media Marketing

- Importance of SMM in today's digital world
- Basics of social media platforms

Module 2: Content Creation for Social Media

- Tools and techniques for creating engaging posts
- Platform-specific content strategies

Module 3: Facebook Marketing

- Setting up and managing a Facebook Page
- Creating and optimizing Facebook Meta Ads

Module 4: LinkedIn Marketing

- Building a professional profile
- Creating a company page and running LinkedIn Ads

Module 5: X Marketing

- Setting up profiles for personal and business use
- Running paid promotions on X

Module 6: Pinterest and Instagram Promotions

- Using Pinterest for niche marketing
- Running Instagram Ads and analyzing performance

Module 7: YouTube Marketing

- Creating a YouTube channel and optimizing it for growth
- Producing videos and running YouTube Ads

Module 8: Additional Marketing Tools

- WhatsApp and SMS Marketing
- Introduction to email marketing platforms and strategies

Module 9: Advanced Ad Strategies and Campaign Optimization

- Measuring campaign performance
 - Adjusting strategies for maximum ROI
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Key Takeaways

- Master the art of creating engaging social media content.
- Develop a strong presence across multiple platforms.
- Run successful paid promotions tailored to various audiences.
- Learn to integrate additional tools like email and SMS marketing into your campaigns.

Unlock the potential of social media to grow your brand and achieve your marketing goals!