

**SAMBODHI**



**Microsoft**



# **Social Media Marketing Training Course**

Project Based Immersive Learning Course

## **Social Media Marketing Training Course Overview**

Sambodhi and Education Nest present an online Social Media Marketing training program. In this course, you will delve into the world of internet marketing, specifically focusing on social media platforms. Social media marketing involves utilizing various techniques to engage with social media users by delivering unique content, captivating images, compelling graphics, and engaging videos. By enrolling in this training, you will gain hands-on experience through extensive project work, enabling you to develop a strong foundation in social media marketing. Our comprehensive curriculum covers all aspects of social media marketing, ranging from strategy development and reputation management to influencer marketing, content marketing, and web analytics. Prepare to enhance your marketing prowess and attract the attention of social media users with our immersive social media training.

## **Benefits of Social Media Marketing Training Course:**

The Social Media Marketing Training course offers numerous benefits to individuals seeking to enhance their careers in the ever-evolving field of Digital Marketing. With a staggering 3.5 billion social media users actively sharing, interacting, and engaging on these popular platforms, businesses are increasingly leveraging social media to connect with their target audience.

Consequently, there is a growing demand for skilled social media professionals who can strategize and execute effective social media campaigns to achieve business objectives. By enrolling in this course, you open doors to exciting job opportunities available worldwide. Top companies across industries actively seek out Social Media Marketing Professionals who possess the knowledge and expertise to navigate and excel in the digital landscape.

## **Who should learn?**

This Advanced Social Media Marketing training course is suitable for a wide range of individuals, including:

- Marketing Managers
- Digital Marketing Executives
- Content Writers
- Marketing And Sales Professionals
- Management Graduates
- Engineering Graduates
- Entrepreneurs

## **Why do you need Social Media Marketing Training Course?**

### **Average Salary Growth:**

The average salary of a social media marketing professional can vary depending on factors such as location, level of experience, industry, and the size of the organization. In the United States, the average annual salary for a social media marketing professional ranges from approximately \$40,000 to \$70,000. Entry-level positions may start around \$30,000, while experienced professionals with several years of experience and expertise in the field may earn salaries upwards of \$100,000.

## **Industries:**

The demand for Social Media Marketing professionals is high across various industries and multinational corporations (MNCs). As a result, industries such as e-commerce, technology, media and entertainment, retail, finance, healthcare, and hospitality are actively seeking skilled Internet Marketing professionals. With an outstanding 93% of businesses using these platforms to promote their brands and reach their target audience, social media marketing is growing as a common strategy for businesses.

## **Position in Market:**

According to the U.S. Bureau of Labor Statistics, the employment of advertising, promotions, and marketing managers, which includes social media marketing professionals, is projected to grow 6% from 2019 to 2029, which is faster than the average for all occupations. India has over 10,000 vacant Digital marketing jobs, showcasing ample opportunities. These statistics highlight the promising future of Social Media Marketing.

## **Designations:**

- Social Media Specialist
- Social Media Manager

## **Why Social Media Marketing Training Course from Education Nest**

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**
- **Flexible Schedules**
- **24x7 Support**
- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

## **Key Skills Covered:**

- Online reputation management
- Influencer marketing
- Content marketing
- Social media strategy
- Youtube and video marketing
- Facebook marketing and advertising
- Web analytics
- Social media platforms
- Twitter
- Snapchat
- Instagram
- Pinterest
- LinkedIn

## **Social Media Marketing Training Course Syllabus**

### **Module 1: Introduction to Social Media**

- What is Social Media Marketing (SMM)?
- Why Social Media Marketing is important?
- Social Media Optimization (SMO)
- Social Media Statistics
- Benefits of Social Media
- Building Social Media Strategy
- Social media marketing objectives
- How big brands use SMM
- Case studies of Brands

- Impact of Social Media on SEO

## **Module 2: Facebook Marketing**

- What makes your Facebook page awesome?
- Facebook account setup
- Personal account properties
- Facebook business page setup
- Competition analysis
- Cover photo designing
- How to increase Facebook Fans.
- Facebook marketing strategy (Calendar)
- Page management options
- Types of Posts and Statistics
- Examples of Facebook Posts
- User engagement metrics
- Facebook Insights Tools
- Facebook Groups
- Facebook Apps creation

## **Module 3: Facebook Advertising**

- What is Facebook Advertising
- Objectives of Facebook Ads
- Likes & Engagements Campaign
- Clicks & Conversions Campaign
- Ad sets & Audience
- Advanced Audience Targeting
- Bidding & Budget Settings
- Designing FB ads
- Conversion Tracking
- Remarketing Audience

- Remarketing Campaign
- Reports Management
- Business Manager
- Advanced Facebook settings

## **Module 4: Twitter Marketing**

- What to Tweet + How to Interact on Twitter
- Create a Twitter profile
- Profile Settings
- Twitter graphics design
- Types of Post
- Posting Strategy for Twitter
- How to use Hashtags
- Trending Hashtags
- Engagement Metrics & Twitter Analytics
- Twitter Ads
- Objectives in Twitter Ads
- Selecting Target Audience
- Creating Ads
- Budget & Bid Settings
- Conversion Tracking
- Remarketing Strategy
- Reports Analysis

## **Module 5: YouTube Marketing**

- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel
- Customizing the YouTube Channel
- Create a video marketing strategy

- Viral video examples
- Types of Video Posts
- How to create YouTube Videos
- How to Rank YouTube Videos on top
- Custom settings in videos
- YouTube Engagement Metrics
- Increasing Subscribers
- End Screens & Cards
- How to use Playlists
- Understanding copyrights and spam
- YouTube Creator Studio
- In-depth Statistics Analysis
- YouTube Tools & Plugins

## **Module 6: LinkedIn Marketing**

- What is LinkedIn?
- Benefits of LinkedIn Network
- Create a LinkedIn profile
- Optimizing the profile
- Skills and Endorsements
- Recommendations in LinkedIn
- Creating new connections
- Posting content in the profile
- LinkedIn Groups
- Finding Jobs in LinkedIn
- Creating a LinkedIn company page
- Customization of page
- Posting in LinkedIn Page
- Advertising in LinkedIn
- Types of Ad Campaign

- Targeting Options
- Bidding & Budget
- Reports Analysis

## **Module 7: Instagram Marketing**

- What is Instagram?
- Instagram statistics
- How Brands use Instagram
- Popular Instagram topics
- Creating an Instagram Account
- Tour of Instagram App
- Content strategy for Instagram
- Types of Content
- Post Designing
- How to use Stories?
- How to use Hashtags?
- Engagement Metrics
- What is IG TV?
- How to use IG TV?
- Instagram Ads
- Objectives of Instagram Ads
- Reports & Analysis

## **Module 8: Pinterest Marketing**

- What is Pinterest?
- How brands use Pinterest
- Creating a Pinterest Account
- Customizing the Profile
- Pinterest Pins Strategy
- Boards on Pinterest



- How to Create Pins
- Pinterest Plugins
- Custom Dimensions
- Generating Engagements
- Using Info Graphics
- Integrating Pinterest in Site
- Engagement Metrics for Pins
- Pinterest Analytics
- Pinterest Ads

## **Module 9: Quora Marketing**

- Introduction to Quora
- Benefits of Quora Marketing
- Creating Personal Quora Account
- Profile Setup Guidelines
- Quora Account Policies
- Following Topics
- Follow & connect with Contacts
- Writing Answers on Quora
- How to Engage with Users
- Quora Engagement Metrics
- Quora Analytics
- Creating Quora Business Page
- Answering questions as business
- Quora advertising
- Types of Quora Campaigns
- Reports & Analysis

## **Module 10: SlideShare Document Marketing**

- What is Document Marketing

- Benefits of Document Sharing
- Create Slideshare Account
- Types of Documents
- Keyword Research
- Creating a document
- Optimizing the Document
- Generating Views & Engagement
- Reports Analysis

## **Module 11: Social Media Management Tools**

- How to Automate Social media?
- Benefits of Automation
- Top social media tools
- How to use Buffer App?
- How to use Hoot Suite?
- Image Editing Tools
- Reporting Tools

## **Career Support**

### **Profile Building:**

At Sambodhi and Education Nest, we provide the services of experienced professionals who can offer personalized assistance in crafting your CV and online profiles. They take into account your unique educational and experiential background, ensuring that your job application stands out from the rest.

### **Interview Preparation:**

The upcoming interview preparation service will provide individuals with personalized one-on-one sessions tailored to their specific needs. Additionally, if required, the service

will offer the option for mock interviews, allowing individuals to practice and refine their interview skills in a simulated environment.

### **Job Referrals:**

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.

### **Continuous Support:**

At Sambodhi and Education Nest, we provide ongoing support to our learners for as long as they need it. Many of our learners have received multiple job offers and promising employment opportunities as a result of the skills they acquire during our program.