SOCIAL MEDIA MARKETING COURSE

DURATION : 3 MONTH

Digital Computer Classes

Social Media Marketing Curriculum

Introduction to Social Media Marketing

- Understanding Platform Dynamics
- Setting Clear Objectives
- Creating a Content Strategy
- Engaging with the Audience
- Analyzing Performance

The Power of Social Media

- Define Clear Goals and Objectives
- Identify Target Audience
- Create Engaging and Relevant Content
- Consistent Posting Schedule
- Monitor and Analyze Performance

Benefits & Challenges of social media marketing

- Increased Brand Awareness
- Enhanced Customer Engagement
- Cost-Effective Marketing
- Improved Search Engine Rankings
- Increased Conversion Rates

Underesting Your Audience

- Conduct Audience Research
- Create Detailed Buyer Personas
- Monitor Social Media Conversations
- Analyze Competitors' Audiences
- Segment Your Audience

Building a social media strategy

- Set Clear Goals and Objectives
- Understand Your Audience
- Develop a Content Plan
- Choose the Right Platforms
- Measure and Adjust

Content Creation and Management

- Develop a Content Strategy
- Create a Content Calendar
- Produce High-Quality Content
- Optimize Content for SEO and Social Media
- Monitor and Measure Performance

Social Media Platfarm

- Facebook
- Instagram
- Twitter
- Linkedin
- Youtube

Facebook

- Sign Up for a Facebook Account
- Complete Your Profile
- Adjust Privacy Settings
- Set Up Security Features
- Connect with Friends and Family
- Create a Meta Pixel
- Add the Meta Pixel Code to Your Website
- Verify Pixel Installation
- Set Up Conversion Tracking

Instagram

- Create an Account
- Complete Your Profile
- Adjust Privacy and Security Settings
- Connect with Friends and Start Posting

Twitter

- Sign Up for a Twitter Account
- Complete Your Profile
- Adjust Privacy and Security Settings
- Find and Follow People
- Start Tweeting and Engaging

Linkedin

- Sign Up for a LinkedIn Account
- Complete Your Profile
- Customize Your LinkedIn URL and Privacy Settings
- Build Your Network
- Engage and Share Content

Youtube

- Create a Google Account
- Set Up Your YouTube Channel
- Customize Your Channel
- Upload Your First Video
- Optimize Channel Settings and Promote

Social Media Engagement and Community Management

- Monitor Social Media Activity
- Respond Promptly and Professionally
- Foster a Positive Community Environment
- Create Engaging Content and Conversations
- Analyze Engagement Metrics

Measuring and Analyzing Your Success

- Define Key Performance Indicators (KPIs)
- Use Analytics Tools
- Track and Record Data Regularly
- Analyze Performance Trends
- Adjust and Optimize Strategies

key performance indicators (KPIs)

- Engagement Rate
- Reach and Impressions
- Follower Growth
- Click-Through Rate (CTR)
- Conversion Rate

Social Media Analytics Tools

- Facebook Insights
- Twitter Analytics
- Instagram Insights
- LinkedIn Analytics
- Google Analytics

Youtube

- Create a Google Account
- Set Up Your YouTube Channel
- Customize Your Channel
- Upload Your First Video
- Optimize Channel Settings and Promote

A/B Testing

- Define Your Objective
- Identify Variables to Test
- Create Variations
- Set Testing Parameters
- Measure and Analyze Results

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