TechnoMaster

NESTSOFT

Course: Social Media Marketing

Duration: 25 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

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Syllabus on the Next Page ..

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Module 1: Introduction to Social Media Marketing

* Overview of Social Media Marketing

* Definition and importance

* Evolution of social media

* Current trends and future predictions

* Benefits and Challenges of Social Media Marketing

* Advantages for businesses

* Common challenges and how to overcome them

* Understanding Different Social Media Platforms

* Overview of major platforms (Facebook, Instagram, Twitter,

* LinkedIn, TikTok, Pinterest, YouTube)

* Choosing the right platforms for your business

Facebook Marketing

* Faceboob Page Settings and Promotion

* Facebook Groups, Profile, Events

* Facebook Ad Campaigns & Reporting

* Facebook Monetisation

Instagram Marketing

* Profile Settings (personal, creator, and business)

* Instgram Campaigns

* Followers, Influencers and Collabs

* Instagram Monetisation

YouTube Marketing

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✳ YouTube Channel Optimisation

✳ Video Creation & Uploading

✳ YouTube Settings

✳ YouTube Monetisation

Module 2: Developing a Social Media Strategy

✳ Setting Goals and Objectives

✳ SMART goals for social media

✳ Aligning social media goals with business objectives

✳ Audience Research and Segmentation

✳ Identifying your target audience

✳ Creating audience personas

✳ Competitive Analysis

✳ Analyzing competitor social media strategies

✳ Identifying opportunities and gaps

✳ Crafting a Social Media Plan

✳ Content calendar creation

✳ Budgeting and resource allocation

Module 3: Content Creation and Curation

✳ Types of Content

✳ Text, images, videos, infographics, and more

✳ Best practices for each type

✳ Content Ideation and Planning

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✳ Brainstorming techniques

✳ Content pillars and themes

✳ Content Creation Tools and Techniques

✳ Graphic design tools (Canva)

✳ User-Generated Content and Influencer Marketing

✳ Encouraging and leveraging user-generated content

✳ Collaborating with influencers

Module 4: Social Media Advertising

✳ Introduction to Social Media Ads

✳ Benefits of paid social media

✳ Overview of advertising options on major platforms

✳ Creating Effective Ad Campaigns

✳ Ad copy and design best practices

✳ Targeting and segmentation

✳ Budgeting and Bidding Strategies

✳ Setting a budgetBid types and strategies

✳ Measuring Ad Performance

✳ Key metrics and KPIs

✳ Analyzing ad performance and optimizing

Module 5: Engagement and Community Management

✳ Building and Managing Online Communities

✳ Strategies for community building

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✳ Engaging with your audience

✳ Handling Negative Feedback and Crisis Management

✳ Best practices for responding to negative comments

✳ Developing a crisis management plan

✳ Customer Service on Social Media

✳ Providing support through social media channels

✳ Tools for social media customer service

Module 6: Analytics and Reporting

✳ Tracking Social Media Performance

✳ Key performance indicators (KPIs)

✳ Tools for tracking and analytics

✳ Analyzing Data and Gaining Insights

✳ Making sense of social media data

✳ Turning insights into action

✳ Reporting and Presenting Results

✳ Creating effective reportsPresenting findings to stakeholders

Module 7: Advanced Social Media Strategies

✳ Social Media SEO

✳ Optimizing social media profiles and posts for search

✳ Integrating social media with SEO strategy

✳ Social Media Automation and Tools

✳ Tools for scheduling and automation (Hootsuite, Buffer)

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* Best practices for using automation

* Integrating Social Media with Other Marketing Channels

* Cross-channel marketing strategies

* Using social media data to inform other marketing efforts

* Staying Updated with Social Media Trends

* Following industry news and updates

* Adapting to changes in social media platforms and algorithms

Module 8: Case Studies and Practical Application

* Analyzing Successful Social Media Campaigns

* Case studies from various industries

* Key takeaways and lessons learned

* Hands-On Projects

* Developing and implementing a social media strategy

* Creating and managing a social media campaign

* Peer Reviews and Feedback

* Presenting projects to the class

* Providing and receiving constructive feedback

(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.

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