

Social Media Marketing Course Outline

Module 1: Introduction to Social Media Marketing

(1st Week)

Topics:

- What is Social Media Marketing?
- Importance of Social Media in Digital Marketing
- Overview of Major Social Media Platforms
- Setting Up and Optimizing Social Media Profiles
- Creating a Social Media Strategy

Module 2: Facebook Marketing

(2nd Week)

Topics:

- Understanding Facebook Ads Manager
- Creating Effective Facebook Ads
- Targeting and Audience Segmentation
- Analyzing Facebook Insights and Analytics
- Content Planning for Facebook

Module 3: Instagram Marketing

(3rd Week)

Topics:

- Leveraging Visual Content on Instagram
- Instagram Stories, Reels, and IGTV
- Growing Your Audience Organically
- Influencer Marketing on Instagram
- Instagram Ads: Creation and Strategy

Module 4: Twitter and LinkedIn Marketing

(4th Week)

Topics:

- Using Twitter for Branding and Engagement
- Best Practices for LinkedIn Marketing
- Content Strategies for Twitter and LinkedIn
- Twitter Ads and LinkedIn Ads: Targeting and Optimization
- Building Professional Connections on LinkedIn

Module 5: Social Media Analytics and Tools

(5th Week)

Topics:

- Introduction to Social Media Analytics Tools
- Understanding Metrics: Reach, Engagement, Conversions
- Using Google Analytics for Social Media Insights
- Social Media Listening and Monitoring Tools
- Adjusting Strategies Based on Analytics

Module 6: Social Media Campaigns and Budgeting

(6th Week)

Topics:

- Creating Effective Social Media Campaigns
- Budgeting for Social Media Marketing
- Measuring ROI of Social Media Campaigns
- A/B Testing and Optimization of Ads
- Reporting and Presenting Campaign Results