



SOCIAL MEDIA MARKETING

DURATION: 40 HOURS

Objective:

Our Course on Social Media Marketing will make you understand everything related to marketing. You will learn about digital marketing and how brands use the power of social media marketing to drive more sales and conversions for their business. You will learn to develop engaging and effective social media strategies for businesses. You will learn the importance of every social media platform along with case studies on how to use platforms like Facebook, Twitter, Instagram & LinkedIn for transforming a business online.

Modules:

- Understanding different terminology of SMM
- How to make effective Posts using Canva / Crello
- Boosting Ads on Facebook
- Facebook Ads Manager
- Instagram Ads
- LinkedIn Ads
- Twitter Ads
- YouTube Ads
- Analyzing your Insights

Exit Profile:

- Social Media Marketing Manager
- Social Media Coordinator
- Digital Marketing Manager
- Social Media Specialist
- Marketing Assistant (Social Media Focus)