

# **SOCIAL MEDIA MARKETING**

## **SOCIAL MEDIA & FACEBOOK**

- Importance of Social Media
- Introduction to Facebook
- Facebook Account Setup
- Creating & Managing Facebook Page
- Types of Posts & Statistics
- Facebook Events Creation
- Facebook Groups
- Facebook Marketing Strategy(Calendar)
- Facebook Advertising
  - What is Facebook Advertising
  - Objectives of Facebook Ads
  - Types of Promotions with Facebook Advertisement
  - Ad sets & Audience
  - Advanced Audience Targeting
  - Bidding & Budget Settings
  - Designing FB ads
  - Integrating Facebook Pixel with your website
  - Conversion Tracking
  - Remarketing Audience
  - Remarketing Campaign
  - Reports Management

## **TWITTER MARKETING**

- What is Twitter
- Create a Twitter profile
- Profile Settings
- Twitter graphics design
- Types of Post
- Posting Strategy for Twitter
- Fan Engagement On Twitter
- Twitter Hashtags
- Twitter Marketing for Brand Awareness
- Engagement Metrics & Twitter Analytics
- Twitter Ads
- Selecting Target Audience
- Creating Ads
- Budget & Bid Settings
- Conversion Tracking
- Remarketing Strategy
- Reports Analysis

## **YOUTUBE MARKETING**

- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel
- Customizing the YouTube Channel
- Create a video marketing strategy
- Youtube Video SEO
  - End Screens & Cards
  - Creating Playlists
- YouTube Analytics

- Understanding copyrights and spam
- YouTube Creator Studio
- YouTube Tools

## **LINKEDIN MARKETING**

- Introduction to 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 Posts
- LinkedIn Groups
- Finding Jobs in LinkedIn
- Creating a LinkedIn company page
- LinkedIn Company Page Customization

## **INSTAGRAM MARKETING**

- What is Instagram
- Why Should you use Instagram for Your Business
- Creating an Instagram Account
- Post Designing
- Instagram Stories & its Importance
- Engagement Metrics
- Instagram Ads

- Objectives of Instagram Ads
- 60 seconds on instagram - Instagram video ads
- How to increase Followers on instagram
- Instagram statistics

## **OTHER SOCIAL MEDIA**

- Basics of Pinterest
- Basics of Snapchat
- Basics of Quora

## **OVERVIEW OF EMAIL MARKETING**

- Introduction to Email Marketing
- Benefits of Email Marketing
- Email Service Providers
- Introduction to Mailchimp

## **OVERVIEW OF AFFILIATE MARKETING**

- Introduction to Affiliate Marketing
- Earning Money from Affiliate Marketing
- Types of Affiliate Networks
- Getting Started as an affiliate