

## Social Media Marketing - Syllabus

**What is Social Media?**

**Understanding the existing Social Media paradigms & psychology**

**How social media marketing is different than others**

**Forms of Internet marketing**

**Facebook marketing**

**Understanding Facebook marketing**

**Practical session 1**

**Creating Facebook page**

**Uploading contacts for invitation**

**Exercise on fan page wall posting**

**engagement**

**Facebook advertising**

**Types of Facebook advertising**

**Best practices for Facebook advertising**

**Understanding Facebook best practices**

**Creating Facebook advertising campaign**

**Targeting in ad campaign**

**Payment module- CPC vs CPM vs CPA**

**Setting up conversion tracking**

**Using power editor tool for adv.**

**Advanced Facebook advertising using tools**

**Linkedin Marketing**

**What is LinkedIn?**

**Understanding LinkedIn**

**Company profile vs Individual profiles**

**Understanding LinkedIn groups**

**How to do marketing on LinkedIn groups**

**Linkedin advertising & it's best practices**

**Increasing ROI from LinkedIn ads**

**Linkedin publishing**

**Company pages**

**Adv on linkedIn**

**Display vs text**

**Twitter Marketing**

**Understanding Twitter**

**Tools to listen & measure Influence on Twitter**

**How to do marketing on Twitter**

**Black hat techniques of twitter marketing**

**Advertising on Twitter**

**Creating campaigns**

**Types of ads**

**Tools for twitter marketing**

## Social Media Marketing - Syllabus

### Twitter Advertising

#### Twitter Cards

### Video Marketing

#### Understanding Video Campaign

#### Creating 1st Video Campaign

#### Importance of video marketing

#### Benefits of video marketing

#### Using youtube for business

#### Developing youtube video marketing Strategy

#### Bringing visitors from youtube videos to your website

#### Creating Video ADgroups

#### Targeting Options

#### Understanding Bid Strategy

*For more details about this course, Click on this link: [Social Media Marketing Training](#)*