

TechnoMaster

Social Media Marketing

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

TRAINING BY INDUSTRY EXPERTS

Since 2007, Nestsoft TechnoMaster has been providing training and internships in IT technologies, both online and offline. We have given internships, training, and seminars to more than 25,000 students and achieved more success stories. **We offer 100% placement support through JobsNEAR.in**

ALL IT Courses

- Python Full Courses
- Digital Marketing
- Php/MySQL
- Laravel
- Asp.net MVC
- Flutter
- Android, Java, IOS
- Wordpress
- Software Testing
- Web Design
- Angular JS
- React JS
- CCNA, MCSA
- AWS, GCP, Azure
- ODOO, Fortinet
- Ethical Hacking



Syllabus Contd..

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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

- * Facebook Page Settings and Promotion
- * Facebook Groups, Profile, Events
- * Facebook Ad Campaigns & Reporting
- * Facebook Monetisation

Instagram Marketing

- * Profile Settings (personal, creator, and business)
- * Instagram 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

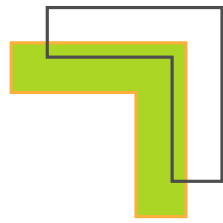
Module 5: Engagement and Community Management

- * 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 reports Presenting findings to stakeholders

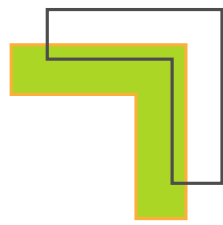
Module 7: Advanced Social Media Strategies

- * 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