

SOCIAL MEDIA MARKETING COURSE:



Course Contents :

Fees: Rs ~~10,550~~ Special offer Rs.8,550

Social Media Marketing course teaches you how to advertise, promote and manage your social media campaigns. Social media course teaches you to identify your target audience, create engaging and share-worthy content and finally integrate your social media with all other aspects of your online presence.

Facebook Marketing :

Using FACEBOOK for Business, Branding & Leads

- FACEBOOK Marketing
- Creating facebook pages
- How to promote facebook pages
- How to advertise on facebook(ppc)
- Creating FAN-Page for Business
- How to boost post, events, website clicks
- Setting up Campaigns
- Targeting the Right Audience
- In-page Analytics / Analytics

Youtube Marketing :

- Using YouTube - Video Marketing
- How to Manage, Promote & Advertise on Youtube YouTubeChannel
- YouTubeCreator Studio
- YouTubeUpload
- YouTubeAnalytics
- YouTubeEditor
- YouTubeSEO
- YouTubeAds
- Create Successful YouTube Marketing Campaigns
- YouTube as an affiliate, how to monetize

Marketing On Twitter :

- How to increase your Followers
- Find and follow others
- Connecting your mobile
- BUILD A VOICE: Retweet, reply, react
- MENTION: Include others in your content
- GET FANCY: Explore advanced features
- Successfully marketing Campaigns on Twitter
- Followers Target, Lucky Hashtag,
- Retweet To Win
- Hashtag & Link Tweeting,
- Promoted Account, and Promoted Tweets

Marketing On LinkedIn :

- How to create Company pages
- Importance of LinkedIn Groups
- LinkedIn Ad's
- How to Advertised
- Run Campaigns on LinkedIn
- LinkedIn Premium features
- Sales Navigators

Periscope

- Using Periscope for Business & Branding
- Configuring Broadcast settings
- Learning different types of broadcasts
- Trending hashtags to expand audience

Google Plus

- Creating Business Page
- Manage settings & admin for Google+ Page
- Learn Marketing tools for online marketers
- Get followers on Google+
- Learn to use Google Hangouts

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Instagram Marketing

- Promote your business on Instagram
- How to use Instagram for promotions
- Setting up your business profile
- Posting videos
- Pics on Instagram to build followers
- Instagram Marketing Tips

Marketing On Slideshare

- Set up your business account on Slideshare
- Create slide that reflect your business
- Engage with your audience
- Promote Slides to share and Download

Marketing On Pinterest

- Why use Pinterest
- Inbound marketing methodology
- Pinterest Tools
- Pinterest for Business
- Set up your business account on Pinterest
- Create boards that reflect your business
- Engage with your audience
- Integrate your website with your Pinterest account
- Grow your following and influence on Pinterest
- Get more traffic back to your site from Pinterest
- Increase your leads and sales using Pinterest

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