

Social Media Marketing

Make a change by getting social!

Session 1: Introduction To Social Media

Introduction

1. A brief on assignments and training schedule.

Concept of Social Media

1. Introduction to social media and concept of social media marketing.
2. Role of social media marketer.
3. Basic difference between organic and paid social media campaigns.
4. Latest social media trends.
5. Success stories of social media.
6. Assignment

Time duration: 1 ½ hours (approx.)

Session 2: Community Building on Facebook

1. Discussing on submitted assignment.
2. Introduction of Facebook Pages.
3. Differentiating between Facebook page, Facebook group, and Facebook profile.
4. What is EdgeRank Algorithm? How does this enhance engagement?
5. Applications to enhance engagement on Facebook.
6. How to achieve organic reach through Facebook Marketing?

Time duration: 2 ½ hrs hours (approx.)

Session 3: Facebook Marketing Strategies

1. Lead generation through Facebook profile.
2. Defining objectives on Facebook and measuring ROI.
3. How to do Competitive Research for Facebook Marketing?
4. Leveraging Facebook for developing a brand.
5. Case studies of the companies who successfully leveraged Facebook Marketing.

Time duration: 2 hours (approx.)

Session 4: Facebook Advertising

1. Kinds of Facebook Ads
2. Difference between Facebook Ads and Google Adwords.
3. Identifying the audience
4. Optimizing Facebook Ads
5. Assignment

Time duration: 2 hours (approx.)

Session 5: Twitter Marketing

1. Discussing on submitted assignment.
2. Introduction to Twitter
3. Role of Hashtags, Lists, Trends on Twitter
4. Using Twitter for brand development and customer engagement.
5. Tools used for social listening and measuring engagements on Twitter.

Time duration: 2 hours (approx.)

Session 6: Twitter Ads & Strategy Development

1. How to develop strategy framework?
2. Twitter in plain english
3. Twitter Advertisements
4. Success stories of Twitter Marketing
5. Assignment

Time duration: 1 ½ hours (approx.)

Session 7: LinkedIn Marketing

1. Discussing on submitted assignment.
2. Introduction to LinkedIn.
3. How to generate lead from LinkedIn profile?
4. Learning LinkedIn pages and groups.
5. Lead generation through LinkedIn advertisements, Company pages, and Company groups
6. Benefits of LinkedIn networking.
7. Assignment

Time duration: 2 hours (approx.)

Session 8: Google+ & YouTube

1. Discussing on submitted assignment.
2. Introduction to Google+ and YouTube.
3. Understanding Google+ profiles, pages, and communities.
4. Leveraging G+ collections for branding building.
5. Understanding YouTube channel and creator studio.
6. Lead generation through YouTube channel.
7. Monetizing YouTube channel.
8. Assignment

Time duration: 2 ½ hours (approx.)

Session 9: Other Social Media Channels

1. Discussing on submitted assignment.
2. Introduction to Pinterest, Slideshare, and Instagram.
3. Difference between Pinterest and Instagram
4. Leveraging image content on Pinterest and Instagram to increase inbound traffic.
5. How to leverage Slideshare for building a brand.
6. Assignment

Time duration: 2 ½ hours (approx.)

Session 10: Measuring Social Media ROI

1. Discussing on submitted assignment.
2. How to choose right social media channel and create multi-channel strategy?
3. Tips to increase social media's ROI.
4. How to turn a negative feedback to a positive one?
5. Creating a framework to measure ROI.
6. Tools to measure social media ROI.

Time duration: 1 ½ hours (approx.)

So, let's learn together!

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