



A Complete Beginner to Advanced  
Training with Practical Implementation


# Advanced Course in SOCIAL MEDIA MARKETING

Students | Working Professionals | Entrepreneurs

## Course Objective

- The Advanced Social Media Marketing (SMM) course is design to develop understanding about SMM from the stretch to the Advanced Level
- Our trained students will be able to research, design, execute, launch & optimize SMM campaigns on a proficiency level
- Generate a plan to increase leads, sales or web traffic using SMM tools.
- Strategic utilization of SMM tools coherent with Business goals and marketing budget
- To equip the learner with SMM skill to gain career advatages like job, freelancing, own products & services promotion, and many more

## Who Can Learn Social Media Marketing?

-  Students
-  Job Seekers
-  Working Professionals
-  Entrepreneurs
-  Homemakers
-  Sales & Marketing Professionals
-  Professionals of Any fields

## Hands-on Tools



 WORDPRESS

 elementor

 facebook Pixel



  
by MobileMonkey



connectio

  
FACEBOOK Business Suite







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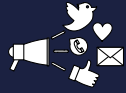


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# Course & Curriculum



## Social Media Marketing (SMM)



6 Modules

18 Hours

### 1 Graphic Designing with Canva



- Canva is the best platform to create Social Media Graphics.
- Learn to Design Logo, Create Posts, Stories, Cover Photos, Thumbnails, Videos, Reels, Brochures many stunning graphics with Canva

### 2 Facebook Organic



- 7 steps to setup business pages
- Content Themes & Post Themes
- Content Calender & Content Optimization
- FB Insights, Business Suit & Publishing Tools
- Psychology behind Facebook Lead form & Creation

### 3 Facebook Paid Ads



- Facebook Ad Terminology
- Business Manager Account & It's Structure
- Facebook Ad Structure
- Different Campaign Objectives & Strategies
- Types of Audience, Selection & Targeting
- Ad Copy Creation with AIDA Framework
- Remarketing with Facebook Pixel
- Dynamic Product Ads
- Set up & Launch First FB Ad Campaign live

### 4 Instagram



- Business Account Set up & Management
- Grow Hacks & Content Optimization
- Paid Ads on Instagram

### 5 LinkedIn



- LinkedIn Professional Profile setup
- How to increase professional growth?
- Business Profile Creation

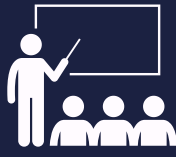
### 6 Twitter



- Introduction and Understanding of Twitter
- Tools to listen & measure Influence on Twitter
- Adverting on Twitter
- Twitter Card Video Marketing



We deliver Training at



CLASSROOM



ONLINE



ON CAMPUS



CORPORATE



WORKSHOPS

## Our Course Delivery Framework

The Framework Simplifies Your Learning So That You Can Learn More

1. **UNDERSTAND** Have deep clarity about every concept with the right examples in every topic
2. **SEE** See, observe, learn more by Live Concept Implementation rendered by the trainer in the class.
3. **DO** Do it yourself again & again to master the concept by performing allotted Task & Assessment during your class



## Value Creation Process of Our Certificate



Training



Live Tasks



Learning



Viva



Assignments



Final Exam



## You can Mark us Upon for

1. Training to the depth of every topic
2. Task designed for every modules
3. Sales training for freelancing
4. Guest lectures
5. Startup consulting
6. Tasks & assignments in every topic
7. Hands-on experience on live tools
8. Leadership and team work training
9. Mentorship
10. Guidance for career growth
11. Freelance project guidance
12. Industry recognised certificates
13. Industry driven training
14. Mindset & Softskill focused training
15. Ask & Get Support
16. Work ethics development



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## Our Students Placed at

1000+ Digital Marketing Agencies, IT Companies, Non-IT Companies Produce  
1000s of Jobs Yearly in Ahmedabad for Newbies in Digital Marketing

Jobs are ready,  
are you ready??



Learn the  
**right Skill**  
&  
**Get Hired**

Contact Us