Social Media Marketing Expert

Introduction

Want to turn your passion for social media into a career? This certificate is designed to help you build the skills required for social media marketing and how to create social media presence using social media platforms. Through this social media training, you will build a concrete foundation of social media marketing and gain valuable skills to make your social media marketing efforts more successful.

REQUIREMENTS:

- Should know how to operate a mobile and computer
- Minimum education level Matriculation

CURRICULUM:

Week	Lecture	Topics
1	1	Social Media Marketing Introduction

Week	Lecture	Topics
2	2	Basic IT Skills
3	3	Business Management & Communication
4	4	Branding & Marketing (Digital + Traditional)
5	5	Facebook Page & Business Manager Setup
6	6	Facebook Ads Manager & Business Assets
7	7	Events Manager
8	8	Custom & Look-Alike Audiences on Facebook
9	9	Facebook Ads Strategy + Google Tag Manager Basics
10	10	Google Tag Manager brief
11	11	**Mid Term**
12	12	Instagram Organic Growth Hack
13	13	LinkedIn Marketing
14	14	How Twitter works & Discussing Twitter Ads
15	15	Graphics Designing (Canva Full Guide)
16	16	Photoshop Introduction

Week	Lecture	Topics
17	17	Photoshop Brief Guide
18	18	Video Editing
19	19	YouTube Growth
20	20	YouTube SEO
21	21	Google Analytics Intro + Basics
22	22	Report Writing
23	23	**Final Project Presentation**
24	24	**Freelancing Workshop**

Outcomes:

- Develop an engaging and effective social media strategy for businesses
- Understand major social media platforms, and what role they play in marketing
- Establish an online presence, manage social media accounts and build a following
- Create a desire to create persuasive Ads

BENEFITS:

- Apply the principles of social media to engage your client and target audience

- Discover the benefits of the internet and social media
- Run paid ads more efficiently to draw more conversions to the website and promote the brand, visibility and awareness
- Recognize effective tools for communication
- Create viral content for Facebook, Twitter, Instagram and YouTube

Affiliation & Collaboarations

PBTE

PSDA