



Social Media Marketing

Curriculum Brochure

Social Media Marketing

TRAINING

Social media marketing is a critical component of digital marketing, and as social media platforms continue to grow in popularity, the demand for social media marketing professionals has increased. Social media marketing involves promoting products and services on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn.

The career scope of social media marketing is vast, with a range of roles available, including social media manager, social media specialist, social media analyst, and more. These professionals are responsible for developing and implementing social media marketing strategies, creating engaging content, managing social media accounts, analyzing data, and making strategic decisions to improve campaign performance. With the right skills, experience, and industry knowledge, social media marketing professionals can command high salaries and enjoy a rewarding career in the digital marketing industry.

Learning social media marketing is essential for job seekers and career growth, as it is one of the most critical digital marketing channels for businesses of all sizes and industries. Knowledge of social media marketing can give job seekers a competitive edge, as businesses prefer candidates who can demonstrate experience and expertise in the platform. In addition, staying up-to-date with the latest social media marketing trends and updates is crucial for career growth, as it shows an ongoing commitment to professional development and industry knowledge.

Social media platforms provide businesses with the opportunity to reach a vast and diverse audience and engage with their customers in real-time. Social media marketing allows businesses to create targeted campaigns that are highly cost-effective, allowing them to reach their target audience with precision and maximize their return on investment. Social media platforms provide businesses with a range of analytics and reporting tools that enable them to track the performance of their campaigns and make data-driven decisions to optimize their results.

In conclusion, the career scope of social media marketing is vast, with various roles and opportunities available for professionals with the right skills and knowledge. Learning social media marketing is critical for job seekers and professionals looking to advance their careers in the digital marketing industry. By mastering this platform, individuals can unlock a range of exciting career opportunities and make a significant impact on the success of businesses globally.



Social Media Marketing Training Program

This program is designed to train students with the skills and experience to work with various social media platforms like Facebook, Instagram, Twitter, LinkedIn, YouTube, etc. to promote services or products.



Practical Based Sessions

Training program available in 30 days & 60 days duration



Dummy Projects

To build your hands-on expertise & portfolio



Portfolio Building Assistance

To create an attractive resume for your candidature



Pitch Preparation

So you can present your skills in a better way



Mentoring & Career Assistance

To help you in getting good career or placements

Who can join

Any student can join the Social Media Marketing training program. The student must have basic computer knowledge and have interest in social media, & advertising.

Working professionals or job seekers, who are looking to learn about marketing & advertising through social media can join the Social Media Marketing training program.

Housewives, any person, who wants to learn about marketing & advertising through social media to start their online work can join the Social Media Marketing training program.

Training Mode

Online Live Classes are available

- 4x more effective way of learning
- Hands-on experience with projects & assignments
- Virtual class with real interaction with trainer
- Monitoring support & troubleshooting issues
- Masterclass from industry experts & leaders
- Live class recordings for revision purpose

Social Media Marketing Training in Agra



Learn2Earn Labs

F-4, First Floor, Anna Ikon Complex, In Front of Deviram Food Circle, Sikandra-Bodla Road, Sikandra, Agra, Uttar Pradesh – 282007

Call : +91-9548868337

Training Modules

Objectives :

The objective of a social media marketing training program is to equip participants with the knowledge and skills necessary to create, manage, and optimize successful social media marketing campaigns for businesses. The program typically covers topics such as social media platforms, content creation, audience targeting, paid advertising, analytics, and more. The primary goal of a social media marketing training program is to provide participants with a comprehensive understanding of social media marketing and the tools and strategies available to them. By mastering social media marketing, individuals can help businesses reach their target audience, increase brand awareness, and drive more leads and sales. A well-designed social media marketing training program also provides participants with hands-on experience working with social media platforms, allowing them to practice creating and managing campaigns in a real-world setting.

Program Name : Social Media Marketing
Duration : 90 Days

Module 1 : Introduction

Overview, Social Media Optimization, Sales Funnel, AIDA Model for Advertising, Key Concepts, Strategies and Planning, Trends in Social Media, Importance of SMM for Offsite SEO.

Module 2 : Facebook Marketing

Overview, Organic Reach Vs Paid Reach, Profile Creation and Optimization, Page Creation, Group Creation, Facebook Market Place And Catalogues, Engagement Increment Techniques, Facebook Business Suite Management, Scheduling And Post Calendar, Integration With Instagram, Facebook Business Manager, Business Account Setup, Business Account Settings, Events Manager, Facebook Pixel Integration, Event Setup Tool, Objectives Of Facebook Marketing, Image Ads, Video Ads, Carousel Ads, Instant Experience Ads, Collection Ads, Audiences Setup, Custom And Remarketing Audience, Commerce Manager, Creative Hub, Facebook Insights, Analytics, Laws And Ethics.

Module 3 : Instagram Marketing

Profile Creation and Optimization, Specifications, Tools, Hashtag Research, Boost a Post, Reels, IGTV, Video and Image Specifications, Bio Optimization, Insights and Analysis.

Module 4 : LinkedIn Marketing

Account Setup and Profile Creation, Features, Business Page Creation, Groups, Schools and various Courses, LinkedIn Advertising, Sponsored Content, LinkedIn Insight Tag

installation, Importance in B2B Industry, Analytics, Job Searching and Posting, Paid vs Free Plan.

Module 5 : Twitter Marketing

Account Setup and Profile Optimization, Tweets Ideas, Trends and Explore Option, Niche Selection, Networking and Engagement, Twitter Ads, Goal Selection, Audience Targeting, Budget Allocation, Importance in B2B Industry, App campaign.

Module 6 : YouTube Marketing

Channel Setup and Optimization, YouTube SEO, Keywords, Titles and Headlines, Description, Research, Topic Selection for Video Making, Creation and Editing of Videos, Various Tools for Video Editing, Thumbnail Designs, Call to Action, Engagement and Subscription, Passive Income Through YouTube, Video Ad Creation through Google Ads, Types of Video Ads, YouTube Studio, Analytics, Copyright and Strike, Laws and Ethics.

Module 7 : Minor Project Work

During this, the candidate will work on some minor projects under the supervision of respected trainer.

Program Name : Social Media Marketing
Duration : 60 Days

Module 1 : Introduction

Overview, Social Media Optimization, Sales Funnel, AIDA Model for Advertising, Key Concepts, Strategies and Planning, Trends in Social Media, Importance of SMM for Offsite SEO.

Module 2 : Facebook Marketing

Overview, Organic Reach Vs Paid Reach, Profile Creation and Optimization, Page Creation, Group Creation, Engagement Increment Techniques, Facebook Business Suite Management, Scheduling And Post Calendar, Integration With Instagram, Facebook Business Manager, Business Account Setup, Business Account Settings, Events Manager, Facebook Pixel Integration, Event Setup Tool, Objectives Of Facebook Marketing, Image Ads, Video Ads, Carousel Ads, Instant Experience Ads, Collection Ads, Audiences Setup, Custom And Remarketing Audience.

Module 3 : Instagram Marketing

Profile Creation and Optimization, Specifications, Tools, Hashtag Research, Boost a Post, Reels, IGTV, Video and Image Specifications, Bio Optimization, Insights and Analysis.

Module 4 : YouTube Marketing

Channel Setup and Optimization, YouTube SEO, Keywords, Titles and Headlines, Description, Research, Topic Selection for Video Making, Creation and Editing of Videos, Various Tools for Video Editing, Thumbnail Designs, Call to Action, Engagement and Subscription, Passive Income Through YouTube.

Module 5 : Minor Project Work

During this, the candidate will work on some minor projects under the supervision of respected trainer.

Program Name : Social Media Marketing
Duration : 30 Days

Module 1 : Introduction

Overview, Social Media Optimization, Sales Funnel, AIDA Model for Advertising, Key Concepts, Strategies and Planning, Trends in Social Media, Importance of SMM for Offsite SEO.

Module 2 : Facebook Marketing

Overview, Organic Reach Vs Paid Reach, Profile Creation and Optimization, Page Creation, Group Creation, Engagement Increment Techniques, Facebook Business Suite Management, Scheduling And Post Calendar, Integration With Instagram, Facebook Business Manager, Business Account Setup, Business Account Settings, Events Manager, Facebook Pixel Integration, Event Setup Tool, Objectives Of Facebook Marketing, Image Ads, Video Ads, Carousel Ads, Instant Experience Ads, Collection Ads, Audiences Setup, Custom And Remarketing Audience.

Module 3 : Instagram Marketing

Profile Creation and Optimization, Specifications, Tools, Hashtag Research, Boost a Post, Reels, IGTV, Video and Image Specifications, Bio Optimization, Insights and Analysis.

Interview Preparation

- Tell me about yourself.
- How did you hear about the position?
- What do you know about our company?
- Why did you apply for this position?
- What are your strengths and weaknesses?
- Why do you want to work with us?
- Why should we hire you?
- What is your dream job?
- Why do you want to leave your current job?
- Do you have any Offer?
- Have you ever been forced to resign?
- What do you like the least about your current job?
- What do you like to do outside of work?



Always Check Before Joining Any Company

most of the people just join any company for getting an handsome salary or experience and after joining they face lots of challenges.

Job Responsibilities & Expectations	Monetary Payment & Compensation	Company Culture & Values	Career Growth Opportunities	Work-Life Balance
Job Location & Commute	Reputation & Stability	Contract Terms & SOW	Company Stability	Work Ethics & Environment

Benefits / Perks with Learn2Earn Labs Training Program



Hands-On Training



Working Experience



Valid Certification



Corporate Connections



Attractive Portfolio



Video Resume



Professional Development



Interview Leads



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