

Digital Marketing – SMM

SOCIAL MEDIA MARKETING

SMM

- Introduction OF SMM
- An Overview
- Competitor Analysis
- Social Media Strategy

Instagram Marketing

- Introduction to Instagram
- Understanding the Instagram Algorithm
- The Instagram Ecosystem
- Developing Your Instagram Strategy
- Best Practices for Setting up Your Instagram Profile
- Instagram Content Strategy
- Hashtags 101
- How to Gain More Followers
- How to Increase Engagement on Instagram
- Instagram Posting Strategy
- Instagram Features Overview
- Instagram Stories
- Influencer Marketing
- Instagram Advertising

Facebook Marketing

- Introduction to Facebook
- Understanding the Facebook Algorithm
- Best Practices for Setting up a Facebook Business Pages
- Strategies for Leveraging Facebook Groups for Growth
- Facebook Ads Strategy
- How to Setup the Facebook Pixel



- Facebook Conversion Tracking
- Facebook Audience Targeting
- Facebook Ad Creation Best Practices
- Facebook Ad Optimization
- Facebook Account Management
- Facebook Reporting & Insights

LinkedIn Marketing

- LinkedIn Strategy
- Creating an Allstar LinkedIn Profile
- LinkedIn Company Page
- Leveraging LinkedIn Search for Prospecting
- LinkedIn Content Creation Best Practices
- LinkedIn Advertising
- LinkedIn Analytics

Social Media Video Marketing: YouTube

- Introduction to video-based social media
- Developing a strategy for business-based content
- Determine your brand image
- YouTube Marketing
- Paid Advertising