



## #Learn\_from\_Home

### Social Media Marketing Professional

Course Code: LFH/DM01/SMMP

Duration: 3 - 5 Weeks

# Social Media Marketing Professional Course Syllabus

#### What you'll learn

- ✓ Understand everything about Social Media Marketing!
- ✓ Understand the basics of Facebook, Youtube, Instagram, Pinterest, Twitter, Instagram
- ✓ Build a social media strategy
- ✓ Use advanced features of the most popular social networks

#### Description

Are you a Social Media user? Do you love Social Channels like Facebook / Instagram? Are you planning to make a vlog? Thinking of making some pocket money through Social Media? It's the right time to convert your passion into

your career. We will help you to start your Dream brand and make you a Vlogger / and an Entrepreneur in the Comfort of your home.

The Most Comprehensive, Best **Social Media Course for Professionals, Freelancers, and Influencers** crafted by Social Media Experts of IPSR. Social Media Marketing Professional - a 3 - 5 Weeks Social Media Marketing Certification Program with a unique Curriculum that will mould your Career / Dream and it turns into reality.

Ready to take your business / Channel viral? Harness the power of social media with our extensive social media course. Everything from Facebook to LinkedIn, and YouTube.

## **Course Outcome (CO)**

While successfully completing this course, the learner will be able to demonstrate the following skills

- To use Social Media Platforms like Facebook, Instagram, Twitter, Instagram, YouTube, Pinterest, LinkedIn, etc. for the organic promotion of any business or service
- To identify the niche areas where you can become an influencer
- To identify and incorporate widely used tools for the social media activities
- To start as a freelancer
- To promote own / ancestral business organically using Social Media
- To become a celebrity through Social Media channels



## What does this course give you?

Introduction to social media	Instagram
Social Media Strategy	Youtube
Facebook	Pinterest
Twitter	Linkedin

This course will take you from social zero to social hero using our proactive and practical approach. It is arguably one the most comprehensive online courses of social media, giving learners a great grounding and skill set to enter the world of social media.

## Course content

### + **An overview of Social Media Marketing**

- + What is Social Media and the broadening scope of Social Media
- + Social Media Statistics
- + Social Media Marketing Strategy
- + Impact of Social Media on SEO

### + **Facebook: What You Need to Know**

- + Introduction to Facebook
- + Creating an Account in Facebook
- + Creating a Facebook Business Page
- + Facebook Page Optimization



- + Where to find free images
- + Create Your own cover image
- + Adding Call to Action Button To Page
- + Rich About section
- + Adding Business Story
- + Creating Facebook Page Username
- + Facebook Live
- + Facebook Contest
- + Easy 4 step Facebook Business Page Contest
- + Examples and Ideas For Facebook Contests
- + Facebook Groups
- + Membership Questions, Group Privacy, Manage Notifications, Membership Approvals
- + Customizing Facebook Groups: Web Address, Group Colour, Badges
- + Facebook Poll
- + Influencer Marketing Case Studies using Facebook and Instagram
- + How to Develop Your Business through Facebook
- + Difference Between Facebook Profile and Facebook Page
- + Build Your Facebook Business Page the Right Way
- + Advertisement Friendly Post
- + Making Video
- + Best Time to Post on Facebook
- + Facebook Insights: Overview, Likes, Reach, Page Views, Actions on Page, Posts and Events
- + Watch Competitors Page with Pages to Watch Tool
- + Setting Up Automated Response
- + Do's and Don'ts for a Successful Business Page



- + Successful Case Studies on Facebook
- + A Successful Study on How to Make Money Through Facebook
- + Social Media Optimization Checklist for Facebook

## **+ Introduction to Instagram Marketing**

- + How to create an account on Instagram?
- + Instagram Marketing for Brands and For Influencers
- + Why is Instagram Marketing important?
- + Instagram Algorithm
- + How to Become an Influencer on Instagram
- + How to Use Instagram to get the Best Results
- + Creating an Instagram Account to Skyrocket Conversion
- + Types of Instagram Account (Personal Account vs Professional Account)
- + Importance of Instagram Stories
- + How to choose a Niche for your Instagram Account
- + Instagram Highlights
- + Posting on Peak Hours
- + Building Relationship with Your followers
- + Creating a Perfect Bio
- + Ideas on different types of Content you can post on Instagram
- + Things to know about Instagram Influencers
- + Finding Brands to Work with
- + Killer Template to Approach Brands on Instagram
- + Instagram Analytics
- + How to get great content to post on your Instagram Profile



- + Identifying relevant hashtags for your Instagram Post
- + Shoutout 4 Shoutout (S4S)
- + **Instagram Booster Strategy 1: A Successful Case Study on Instagram**
- + **Instagram Booster Strategy 2: How to Make Money Through Instagram Marketing**
- + Social Media Optimization Checklist for Instagram

## + **Pinterest**

- + Pinterest :The BEST driver of TRAFFIC!
- + What is Pinterest
- + Terms used in Pinterest
- + Pins and Boards
- + Advantages of Pinterest
- + Setting up a Pinterest Business Account
- + Enabling Rich Pins on Pinterest
- + Different Types of Rich Pins
- + How to Create a Vertical Pin for Pinterest Using Canva
- + How to Publish a Pin On Pinterest
- + Pinterest SEO
- + Why Pinterest SEO is Important
- + Making Your Pinterest Account Ready for SEO
- + Pinterest SEO Traffic Factors



- + Pin Title, Description and URL
- + Board Title, Description and URL
- + Pinterest Group Boards
- + Different Methods to Find Group Boards on Pinterest
- + Killer Email Template to Join Group Boards
- + How to Create a Board on Pinterest
- + Keyword Optimized Board Names
- + Place to Find Great Ideas for Board Titles
- + Keyword Research on Pinterest
- + Best Pinterest Keyword Research Tools
- + A Step-By-Step Roadmap of Ranking your Pins High on Pinterest
  
- + LinkedIn Marketing**
  - + An Overview on LinkedIn
  - + Benefits of LinkedIn Network
  - + Create LinkedIn Profile
  - + Optimize LinkedIn Profile**
    - What kind of Profile Photo you should Use
    - What kind of Background Image you should Use
    - Create a Memorable Headline
    - Craft an Amazing Summary for your LinkedIn
    - Skills and Endorsements
  - + Recommendations in LinkedIn



- + Creating New Connections
- + Accomplishments
- + Posting Content in Profile
- + LinkedIn Groups, Jobs and Networks
- + How to Create an Awesome Company Page
- + LinkedIn Page Postings
- + Social Media Optimization Checklist for LinkedIn

## + **Youtube**

- + Youtube Overview
- + Advantages in Youtube
- + Build and Optimize your YouTube Account
- + Youtube Interface
- + Youtube Settings
- + Organizing Home Page Content
- + Why and How to Create Youtube Playlist
- + Adding Playlist to Home Page
- + Fill out Your About Section
- + Different Videos for Returning Subscribers Vs New Visitors
- + Tools to identify the best niche areas for starting your own channel
- + Questions to Ask to Yourself Before Starting a Youtube Channel
- + How to make Money Through YouTube
- + How to Upload a Video on YouTube
- + Things to know about YouTube Creator Studio
- + Channel Creation on YouTube





- + How to Increase your Subscriptions?
- + Youtube Reports & Analytics
- + Tools to Identify Trending Topics on Youtube
- + Best Tool for Youtube SEO
- + Youtube Tag Generators
- + Youtube Monetization Criteria
- + Engagement Signals
- + **YouTube Booster Session 1:** How to identify the best and niche areas for starting your own channel?
- + **YouTube Booster Session 2:** Killer Success Topic about how to become an Influencer on YouTube
- + **YouTube Booster Session 3:** How to make Money Through YouTube
- + Social Media Optimization Checklist for Youtube

## + **Twitter**

- + Twitter Introduction
- + What is a Tweet
- + Twitter Handle
- + Interesting Twitter Statistics You Need to Know
- + Twitter Trends
- + Profiles You need to follow on Twitter as a Digital Marketer
- + Creating an Account on Twitter
- + Setting up your Profile on Twitter
- + Different Types of Tweets on Twitter
- + How to Upload Photos on Twitter
- + Creating Multiple tweets on Twitter at a Stretch
- + Handling Multiple twitter Accounts in one Browser



- + Twitter Analytics
- + Twitter Settings and Privacy
- + Creating a Large Thumbnail on Twitter
- + Twitter Cards
- + Pinning a Tweet
- + Design and upload a Website Video Card on Twitter
- + Creating a List on Twitter
- + How to get Your First 100 Followers
- + How to get Twitter Traffic?
- + Twitter Tools For Better Marketing
- + Social Media Optimization Checklist for Twitter
  
- + Must Know Social Media Marketing Tools**
  - + Social Media Automation Tools
  - + Keyword Research Tool
  - + Tools for Designing
  - + Video Editing Tools
  - + Image Editing Tools
  - + URL Shortening Tools
  
- + Do It Yourself (DIY)**
  - + Live tasks and assignments / Projects on Facebook
  - + Live tasks and assignments / Projects on Instagram
  - + Live tasks and assignments / Projects on Twitter



## + **Bonus Session**

- + Live sessions by Influencers / SMM succeeders
- + Inspiring Case studies
- + You Ask Questions... Mentor Answers Them!

## **Contact Us**

ipsr solutions limited

Merchant's Association Building

M.L. Road, Kottayam - 686001

Kerala, India, Pin-686001

Phone: +91-481 2561410, 2561420, 2301085

Mobile: +91 9447294635, +91 9447169776

Email: [training@ipsrsolutions.com](mailto:training@ipsrsolutions.com)

Website: <https://www.ipsr.org/>

We have branches at Kochi, Thiruvananthapuram, Calicut and Bengaluru.