



# Advanced Certification in Social Media Marketing

Course Code: LFH/DM01/SMMP

Duration: 3 - 5 Weeks

## Social Media Marketing 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
- ✓ Learn Various AI Tools that will make Social Media Marketing easy for you

### 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



→ Have knowledge of Various AI tools that will make Social Media Marketing Easy

## What does this course give you?

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.

<b>Module1(A):</b>	<b>Social Media Marketing Professional</b>	<b>+Internship</b>
<b>Module 1(B):</b>	<b>Advanced Certification on Social Media Marketing</b>	

## Module1(A): Social Media Marketing Professional

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

- + What is Social Media and the broadening scope of Social Media
- + Understanding Social Media Marketers



- + Social Media Statistics
- + Social Media Marketing Strategy
- + Impact of Social Media on SEO

## **+ ChatGPT, Prompt Engineering and Other AI Tools**

- + Introduction to ChatGPT
- + 26 Usecases of ChatGPT for Digital Marketers
- + 8 ChatGPT Life Hacks
- + Learn How to Create Content for any business using ChatGPT
- + Midjourney: The AI Tool that creates images for you
- + Prompt Engineering made simple | Mastering the Art of Effective Prompts
- + Predis.ai: The AI that Generates Social Media Posts and Videos for you

## **+ 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 Instagram Marketing is important?
- + Instagram Algorithm
- + How to Become an Influencer on Instagram
- + Importance of Instagram Stories
- + Instagram Highlights
- + Posting on Peak Hours
- +Building Relationship with Your followers
- +Hashtags
- + Things to know about Instagram Influencers
- + Finding Brands to Work with
- + Killer Template to Approach Brands on Instagram
- + Instagram Analytics

**+ 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**

## **+ Youtube**

- + Youtube Introduction



- +Some of the Interesting Videos on Youtube
- +Advantages of Youtube
- + Highest Paid Youtuber
- + Youtube Interface
- +Changing Your Channel Art and Profile Picture
- + Youtube Analytics
- + How to Upload a Video on Youtube
- + Adding End Screen and Cards
- + Youtube SEO
- +Title, Description, Tags and Thumbnails
- + How to create a Channel on Youtube
- + How to Build and Optimize Youtube Channel
- + 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
- +Tools to Identify Trending Topics on Youtube
- +Best Tool for Youtube SEO
- +Youtube Tag Generators
- + Youtube Monetization Criteria
- + Engagement Signals



- + **YouTube Booster Session:** How to become an Influencer on YouTube
- + **Social Media Optimization Checklist for Youtube**

## + **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**

## **+ 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**

## **+ LinkedIn Marketing**

- + An Overview on LinkedIn
- +Benefits of LinkedIn Network
- +LinkedIn Interface
- + 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
- +Accomplishments
- + LinkedIn Groups, Jobs and Networks
- + Creating New Connections



- + Posting Content in Profile
- + How to Create an Awesome Company Page
- + LinkedIn Page Postings
- + **Social Media Optimization Checklist for LinkedIn**

### **+ Must Know Social Media Marketing Tools**

- + Social Media Automation Tools
- + Keyword Research Tool
- + Tools for Designing
- + Video 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
- + You Ask Questions... Mentor Answers Them!

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## **Module 1(B): Advanced Certification on Social Media**

### **Marketing**

#### **+ Facebook: Know about Facebook Ads**

- + Introduction to Facebook Ads
- + The Basics of Facebook Ads
- + Facebook Ad Structure
- + Page Transparency and Ad Library
- + Facebook Vocabulary you need to know
- + Custom Audience on Facebook Ads
- + Lookalike Audience on Facebook Ads
- + Facebook Pixel
- + Install the Facebook Pixel
- + Different ways of creating an Ad on Facebook
- + Facebook Business Manager
- + Why is Facebook Business Manager Important?
- + Different Types of Ads
- + Ads Manager
  - + Level 1 of Facebook Ads - CAMPAIGN
  - + Level 2 of Facebook Ads - AD SET
  - + Level 3 of Facebook Ads - AD
- + Types of Facebook Campaigns
- + Creating a Traffic Campaign Ad



- + Facebook Audience Insights Tool
- + How to Refer Facebook Ads for Better Ad Creation
- + Things to Consider before creating an Ad
- + Where to find Free images for your Facebook Ads
- + Checklist for Creating Facebook Ads

#### **+ LinkedIn: Know about LinkedIn Ads**

- + Different ways to create linkedin Ads
- + Creating a LinkedIn Ad Account
- + Creating LinkedIn Campaign Groups
- + Creating LinkedIn Campaigns
- + Campaign Objective Selection: Awareness, Consideration, Conversions
- + Target Audience Selection: Using Templates and Manually
- + Audience Attributes and Matched Audiences
- + Different Types of LinkedIn Ad Formats
- + LinkedIn Ad Placement
- + Ad Budget, Schedule and Bid Types
- + Setting Up LinkedIn Ads
- + Ad Review and Launch
- + How to Add Payment option to LinkedIn Ad Account
- + LinkedIn Insight Tags
- + Different Options to Install LinkedIn Insight Tags
- + Creating Audience on LinkedIn: Uploading Contacts, Retarget by Website, Lookalike Audience
- + Checklist for creating LinkedIn Ads



## **+ Instagram: Know about Instagram Ads**

- + Introduction to Instagram Ads
- + Why advertise on Instagram?
- + Instagram Ads Vs Facebook Ads
- + Types of Instagram Ads
- + Photo Ads, Shopping Ads, Video Ads, Carousel Ads and Stories Ads
- + Native Stories Carousel Ads and Expandable Stories Carousel Ads
- + Interactive Ads and Collection Ads
- + Best Practices for Instagram Ads
- + Creating Instagram Ads through Facebook Ads Manager
- + Creating Instagram Ads without Facebook
- + Instagram Ads Checklist

## **+ Youtube: Know about Youtube Ads**

- + Introduction to Youtube Ads
- + Different Types of Ads on Youtube
- + TrueView Discovery Ads
- + Pre Roll Ads
- + Bumper Ads
- + Paid Youtube Video Ads via Google Ads
- + Youtube Channel and Google Ads Account Linking
- + Campaign Goals and Campaign Type
- + Creating Skippable Video Ads



- + Different Inventory Types and Which one to Select
- + Excluded Types and Labels
- + Ad Extensions: Sitelink Extensions
- + Frequency Capping: Cap impression frequency and Cap view frequency
- + AD Schedule
- + AD Group
- + Demographics and Audiences
- + Keywords, Topics and Placements
- + Ad Previews
- + Creating a Youtube AD with the lowest Money Possible
- + Youtube Optimization Checklist
- + **YouTube Booster Session:** How to make Money Through YouTube

#### **+ Pinterest: Know about Pinterest Ads**

- + Pinterest Ads Introduction
- + Why Pinterest Ads?
- + Examples of Pinterest Ads
- + Features of Pinterest Business Account
- + How to Create an Ad on Pinterest?
- + Selecting Objective of Your Ad Campaign
- + Targeting Audience for Ads
- + Using Pinterest Keyword Research Tool
- + Optimization and Delivery
- + Rules to Follow While Creating Pinterest Ads



- + Pinterest Tags: Base Code and event Tags
- + Tracking Conversions on Pinterest Ads
- + Pinterest Ads - Create Amazing Pins for Promoted Pins
- + Pinterest Ads - How to Create Promoted Pins
- + Pinterest Audiences
- + Pinterest for SEO: The BEST driver of TRAFFIC!

#### **+ Twitter: Know about Twitter Ads**

- + Introduction to Twitter Ads
- + How to Create a Twitter Ad
- + Twitter Ad Structure
- + Twitter Campaign Objectives
- + Twitter Ad Groups
- + Targeting and Creatives
- + Audience Features: Keywords, Events, and Interests
- + Twitter Cards: Website Card and App Card
- + Designing Twitter Card using Canva
- + Twitter Analytics

#### **+ WhatsApp Business**

- + Introduction to Whatsapp and why it's important to your business!
- + Why you should definitely use WhatsApp for your Business today





- + Whatsapp Vs Whatsapp Business
- + How to Install Whatsapp Business
- + Introducing Whatsapp Business Interface
- + Adding Items to Whatsapp Business Catalogue
- + Creating Whatsapp Business Profile
- + Business Settings in Whatsapp Business
- + Adding Email, Website and Working Hours
- + About in Whatsapp Business
- + Catalogue in Whatsapp Business
- + Whatsapp Business Statistics
- + Shotlink in Whatsapp Business
- + Setting up default message in Whatsapp Business
- + Setting Up Away Message, Schedule and Recipients
- + Setting Up Greeting Message in Whatsapp Business
- + Setting Up Quick Replies in Whatsapp Business
- + Labels to organize your customers and chats

## **+ Telegram**

- + An Overview on Telegram
- + Why you should use Telegram
- + Advantages of Telegram
- + Installing Telegram App
- + Telegram Interface
- + Telegram Channels



- + Autoplaying Videos and Rich Media
- + Podcasts and Quick Sharing
- + Quiz-Style Polls and Discussion Groups
- + View Counters and Detailed Statistics
- + Scheduled and Silent Messages
- + Pinned Messages and Hashtags
- + Subscriber Privacy
- + Extra Admins and Admin Signatures
- + Editing and Deleting Messages
- + How to Create a Telegram Channel

### + **Do It Yourself (DIY)**

- + Live tasks and assignments / Projects on Pinterest
- + Live tasks and assignments / Projects on LinkedIn
- + Live tasks and assignments / Projects on YouTube
- + Live tasks and assignments / Projects on Whatsapp Business

### + **Bonus Session**

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

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## 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.