



GDA
Global Digital Academy

The Digital Marketing
and Data Analytics Hub

SOCIAL MEDIA MARKETING

CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,
Entrepreneurs, Corporates and Marketing Professionals

Google
Partner

SOCIAL MEDIA MARKETING (SMM)

What is Social Media?

Existing Social Media paradigms & psychology

Social Media integration with the website

Social Media Branding creation

Facebook marketing

Types of websites

- ▶ Understanding Facebook marketing
- ▶ Practical session 1
 - ▷ Creating Facebook page
 - ▷ Uploading contacts for invitation
 - ▷ Exercise on fan page wall posting
- ▶ Increasing fans on fan page
- ▶ How to do marketing on fan page (with examples)

- ▶ Fan engagement
- ▶ Important apps to do fan page marketing
- ▶ Group Creation
- ▶ Ad Creation
- ▶ Event Creation
- ▶ Hash Tags
- ▶ Facebook advertising - Types of Facebook advertising
- ▶ Best practices for Facebook advertising
- ▶ Understanding Facebook best practices
- ▶ Understanding edgerank and art of engagement
- ▶ Practical Session 2
 - ▷ Creating Facebook advertising campaign
 - ▷ Targeting in ad campaign
 - ▷ Payment module- CPC vs CPM vs CPA
 - ▷ Setting up conversion tracking



SOCIAL MEDIA MARKETING (SMM)

LinkedIn Marketing

- ▶ What is LinkedIn?
- ▶ Understanding LinkedIn
- ▶ Company profile vs Individual profiles
- ▶ Understanding LinkedIn groups
- ▶ How to do marketing on LinkedIn groups
- ▶ LinkedIn advertising & it's best practices
- ▶ Increasing ROI from LinkedIn ads
- ▶ LinkedIn publishing
- ▶ Company pages
- ▶ Adv on linkedIn
- ▶ Display vs text

Twitter Marketing

- ▶ Understanding Twitter
- ▶ Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- ▶ Marketing on Twitter
- ▶ Black hat techniques of twitter marketing
- ▶ Engaging with users on Twitter
- ▶ Hashtags
- ▶ Integrating Twitter with other social media sites
- ▶ Advertising on Twitter
- ▶ Creating campaigns
- ▶ Types of ads
- ▶ Tools for twitter marketing
- ▶ Twitter Advertising
- ▶ Twitter Cards

Video Marketing

- ▶ Understanding Video Campaign
- ▶ Creating 1st Video Campaign
- ▶ Importance of video marketing
- ▶ Benefits of video marketing
- ▶ Uploading videos on video marketing websites
- ▶ Using YouTube for business
- ▶ Developing YouTube video marketing Strategy
- ▶ Bringing visitors from YouTube videos to your website
- ▶ Creating Video ADgroups
- ▶ Targeting Options
- ▶ Understanding Bid Strategy

Others

- ▶ Slideshare
- ▶ Scribd
- ▶ Pinterest
- ▶ Instagram

Why Social Media Marketing?

Social media marketing is a worldwide trend right now that helps the business and organization connect with the customers through online. It is most important for the business and organization to reach the top destination among the competitors.

With the advent of the technology, you can also search the internet to find the best institution for Social media certification course. It is helpful for you to reach your goal early and learn the techniques and tips to improve the business functionality. Today, many institutions now offer this type of course to the user for their business purpose. The user can get it through online as well as offline.

Who should join?

The course crafted for:

- ▶ Managers
- ▶ Business owners
- ▶ Entrepreneurs
- ▶ SMO aspirants
- ▶ Marketing professionals etc.

It helps all these people to incorporate social media as a part of their consumer marketing initiatives.

Benefits:

This course will teach you many things about internet marketing, social media strategy, and others. You can get the advanced career prospects in the form of social media marketing arena after getting the certification. After completing the course, you will be the master of entire social media channels. You can build a good customer base that helps for the business to promote the things to the customers. It is important for you to maintain the good reputation among the customers and place your business in a top-notch position.

Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

*Timings are flexible




INTERESTED? CONTACT US!



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