

# Social Media Marketing Course



## Why Social Media Marketing ?

Social Media Marketing is one of the most powerful forms of digital marketing, and can bring amazing benefits to all businesses.

With over 2.5 billion active social media users, constantly evolving advertising tools, and a wide range of dynamic, interactive, and engaging techniques; it is no longer a matter of considering the inclusion of social media in your marketing efforts, it is now a matter of mastering the utilization of all the incredible features it offers in order to maximize productivity and achieve marketing objectives.

Advancing your social media marketing skills and learning how to market your business on social media efficiently is a direct investment in your business' growth.

In this course, you will learn how to implement effective social media marketing strategies and campaigns that enable you to expand all of your other marketing efforts, as well as build brand awareness, generate more traffic, attract new customers, generate and nurture qualified leads, and drive valuable conversions.

## Completing this Course Will Help You

Build an effective social media marketing strategy according to your objectives.

Develop an understanding of the social listening and moderation process.

Learn how to plan and execute social media ad campaigns efficiently.

Explore advertising tools offered by different social media channels including (Facebook, Instagram, LinkedIn, Twitter, and Snapchat).

Follow best social media marketing practices to enhance your performance.

Analyze and measure your campaigns performance, and how to implement improvements.



Total of 13 Hours

7 Online Sessions (Zoom)

### Materials Included

Study Guide

Course Notes/Transcript

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