

Certificate in Basics of Social Media Marketing



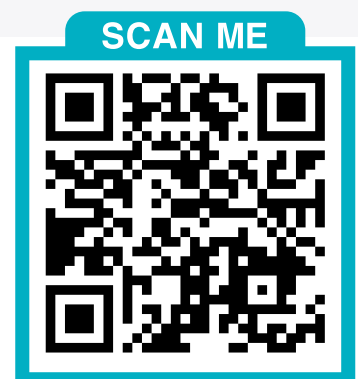
"Curious about the world of online influence? A Certificate in Basics of Social Media Marketing could be your ticket in!" Certificate in Basics of Social Media Marketing is a foundational course designed to equip you with the essential skills and knowledge to effectively utilize social media for marketing purposes. This course provides a comprehensive introduction to social media marketing and covers topics such as the fundamentals of social media, creating effective content, using social media advertising, building a community, and analyzing performance metrics. By completing this course, learners will be equipped to use social media effectively for marketing purposes and improve their online presence.

Syllabus & Skills covered (60 hours)

- Identify various digital marketing channels and their pros and cons.
- Understand how SEO improves website visibility and search engine rankings.
- Compare different strategies like pay-per-click and affiliate marketing.
- Analyze the impact of digital marketing on brand awareness and customer engagement.
- Create effective social media strategies, use social media tools, and analyze performance.
- Predict future trends in social media marketing and use emerging technologies.
- Understand the psychology behind user engagement and ethical practices in digital marketing.
- Use social media platforms and tools effectively.
- Create engaging social media content using Canva and ChatGPT.
- Facebook and Instagram Marketing:
 - Use Facebook Ads Manager and Power Editor for advertising campaigns.
 - Utilize storytelling and visual content for effective Instagram marketing.
- Differentiate between organic and paid marketing techniques on LinkedIn.
- Combine various techniques for consistent and engaging user experiences across platforms.
- Podcast Production:
 - Address technical challenges related to podcast production, distribution, and promotion.

Career Opportunities

- **Social Media Coordinator**
- **Content Creator / Visual Storyteller (Beginner)**
- **Digital Marketing Assistant**
- **Social Media Ads Assistant**
- **Influencer Assistant**



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