



## Social Media Marketing Training Course

**Price** RM 699

**External URL**

**Keywords** training, social media marketing, facebook, instagram, linkedin

**Hits** 470

**URL** <https://www.uniqueyellowpages.com/app/products/detail/social-media-marketing-training-course-63>

### SOCIAL MEDIA MARKETING COURSE

**Description:** Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone.

**For whom needed:** Students, Employers, Employees, Entrepreneurs, Business Owner, Teachers, Tutors, Trainers, Coaches, Dropshippers, Influencers, and anyone who seeks Social Media presence.

### COURSE CONTENT / ACTIVITY

NO	CONTENT / ACTIVITIES	OBJECTIVES
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1	Chapter 1: Introduction to Social Media Marketing	To know how social media has evolved over time.
		To know the different types of social media platforms.
		To know how social media has disrupted traditional marketing
		To learn advantages and disadvantages of social media.
		To learn the most commonly used social media metrics.
		To understand why social media marketing is important.
2	Chapter 2: Personal Branding	To understand the benefits of social media marketing.
		To be able to define Branding Goals & Areas of Expertise
		To develop a Strong Brand Statement
		To establish a Personal Branding Strategy
3	Chapter 3: Social Media Marketing Strategy	To ensure Consistency in Brand Voice, Image, and Tone
		To be able to Identify a target market and creating personas
		To establish goals, objectives and metrics
		To establish a Personal Branding Strategy
		To ensure Consistency in Brand Voice, Image, and Tone

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		To learn the business value of using each social media platform for marketing
4	Chapter 4: Marketing with Facebook , Instagram, YouTube, Twitter, Pinterest, LinkedIn	<p>To be able to create and optimize business profiles on each platform</p> <p>To understand how the algorithms, work on each platform</p> <p>To implement a social media content strategy on each platform.</p>
5	Chapter 5: Blogs, Vlogs, Podcasts and Webinars	<p>To learn how to write, format and optimize blog posts</p> <p>To understand the benefits of and how to market with blogs, vlogs and webinars</p>
6	Chapter 6: Social Media Marketing Campaigns	<p>To learn the campaign concept</p> <p>To learn the importance of integrated marketing communication</p> <p>To understand about social media marketing campaign</p> <p>To take steps before, during and after</p>
7	Chapter 7: Influencer Marketing with Social Media	<p>To identify and define the types influencers.</p> <p>To learn about power of influencer marketing.</p> <p>To understand the benefits of influencer marketing with social media</p>
8	Chapter 8: Social Media Advertising	<p>To know about social media advertising</p> <p>To understand benefits of social media advertising</p> <p>To create a social media advertising strategy for a real business</p> <p>To learn the best practices for social media advertising</p>

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# SUPPLIER

Vibeup Training & Development

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