

Social Media Marketing Training Course

Price RM 699

External URL

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

Hits 508

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, Dropshipers, Influencers, and anyone who seeks Social Media presence.

COURSE CONTENT / ACTIVITY

NO CONTENT / ACTIVITIES OBJECTIVES

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 marketi 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 To ensure Consistency in Brand Voice, Image, and Tone
3	Chapter 3: Social Media Marketing Strategy	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

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



SUPPLIER

Vibeup Training & Development

Address 143, Lengkok Buntong Jaya, Kpg Tersusun, Ulu Buntong, 30100 Ipoh Perak

Contact Person Mr. Mohan Arasan

Mobile Number 0124205563

Email msrasan369@gmail.com

For more details, please visit https://www.uniqueyellowpages.com/app/detail/vibeup-training-development-ipoh-162