

VERSION

2

SR. CODE

EAPL/CRASH/CRTC31

COURSE CODE

EACSM

SUB CATEGORY

DIGITAL MARKETING


TOTAL DURATION
45
HOURS


THEORY TAKEN
10
HOURS


PRACTICAL TAKEN
35
HOURS

ELYSIUM
ACADEMY
SECRETS OF
SOCIAL MEDIA
MARKETING
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MARKETING**

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COURSE DESCRIPTION



The Social Media Marketing course equips participants with strategies to leverage social platforms for marketing objectives. Topics include content creation, audience targeting, advertising, analytics, and campaign optimization across major platforms.

COURSE GOALS



You will master social media marketing fundamentals, including creating engaging content, growing followership, driving conversions, and measuring ROI. Practical exercises ensure proficiency in utilizing platforms like Facebook, Instagram, Twitter, and LinkedIn for marketing purposes.

FUTURE SCOPE



Graduates will qualify for roles as social media managers, digital marketers, or marketing coordinators. With businesses increasingly relying on social media for customer acquisition and brand building, demand for skilled professionals in this field will continue to rise, offering abundant career opportunities and growth potential in various industries.

01

CHAPTER

Introduction to Social Media Marketing

1. Understanding Social Media Marketing
2. Importance and Benefits of Social Media Marketing
3. Historical Overview and Evolution of Social Media Platforms
4. Role of Social Media in Marketing Strategies
5. Current Trends and Future Outlook
6. social media advertising
7. Social Media Management Tools: How to Cut Posting Time in Half-Different types of Social Media Platform



04
HRS



1.5
HRS

02

CHAPTER

Facebook Marketing

1. Introduction to Facebook Marketing
2. Create Facebook Page and Cover Pages
3. Page Settings, Description and About Page
4. Post Formulas Guaranteed to Drive Engagement
5. Facebook Ads and Campaign
6. Types of Facebook Ads
7. Depth Analysis
8. Facebook Engagement, Reporting and Insights
9. Facebook Analytics
10. How to Start a Facebook Ads Business/Agency



3.5
HRS



2.5
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03

CHAPTER

Twitter and LinkedIn

1. Introduction to Twitter Marketing
2. How Twitter Works
3. What Not to Do on Twitter
4. Ways to Get More Re Tweet
5. Steps to Optimize Your Profile
6. Hashtags to Increase Discoverability
7. Twitter Advertisement
8. Introduction to LinkedIn Marketing
9. Optimize Your LinkedIn Profile
10. LinkedIn for Advertisement
11. Reach Your Target Audience with LinkedIn
12. How to Get 500+ Connections and Why you Should
13. How to Make Sales on LinkedIn
14. Advanced LinkedIn Strategies for B2B Marketing


4.5
HRS


2.5
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04

CHAPTER

YouTube

1. Introduction to YouTube Marketing
2. YouTube Marketing Strategy
3. The Subscriber Advantage
4. Account Set Up, Optimization, Keyword Research and Video Structure
5. YouTube SEO, Thumbnails, Annotations and Cards
6. YouTube Promotion and Analytics
7. YouTube Monetarization


4.5
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05

CHAPTER

Instagram

1. How to Create an Instagram Business Profile
2. Optimize your Instagram Bio & Profile Image
3. Instagram Captions & Hashtags
4. Reposting Instagram Content
5. How to Increase your Instagram Followers & Exposure
6. Ways to Convert Instagram Followers to Sales & Leads
7. Sponsored Posts
8. Instagram Ads via Facebook
9. Instagram Analytics
10. Instagram Profile
11. Instagram Post Captions
12. Instagram Ads-Engagement + Instagram Algorithm
13. Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram


3.5
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06

CHAPTER

Partnership with Affiliate Networks, AdSense & Ad Networks

1. Compensation methods
2. Current and past issues
3. Email spam
4. Search engine spam


1.5
HRS


30
MINS

5. Google slap- Adware
6. Trademark bidding
7. Cookie stuffing
8. Lack of self
9. regulation and Industry standard

07

CHAPTER

Legal and Ethical Considerations in Social Media Marketing

1. Understanding Copyright and Intellectual Property Rights
2. Privacy Policies and Data Protection Regulations
3. Ethics in Influencer Marketing
4. Creating Social Media Marketing Policies and Guidelines
5. Compliance with Advertising Regulations
6. Crisis Communication and Reputation Management



2.5
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08

CHAPTER

Social Media Strategy

1. Why You Need a Strategy
2. Get to Know the Business
3. Develop Customer Personas
4. Collaborations and Partnerships
5. Your Engagement Strategy
6. Leverage User Generated Content
7. Create a Content Calendar



2.5
HRS



01
HRS

09

CHAPTER

Paid Social Ads

1. Where to Start?
2. Boosting a Post
3. Fundamentals of Facebook Ads
4. Set Up Business Manager
5. Choose the Right Objective
6. Audience, Placement and Budget
7. Copy and Creative
8. Designing Your Ads
9. Facebook Pixel
10. Why Engagement Campaigns?
11. LinkedIn Ads
12. Pinterest Ads



03
HRS



01
HRS

Placement Assistance

100%

135+ Professional Courses

Practical Sessions

90%

67+ Global Pacts

Corporate Placements

65%

170+ IT Companies Tie-Up

ELYSIUM
GROUP OF
COMPANIES

**ELYSIUM
ACADEMY**

**PRIVATE
LIMITED**

AUTHORIZED INTERNATIONAL

Partners

