

VERSION

25

SR. CODE

EAPL/CRASH/CRTC34

COURSE CODE

EACSO

SUB CATEGORY

DIGITAL MARKETING



TOTAL DURATION
45
HOURS



THEORY TAKEN
12
HOURS



PRACTICAL TAKEN
33
HOURS

ELYSIUM
ACADEMY

SOCIAL MEDIA
OPTIMIZATION

**ELYSIUM
ACADEMY**

**SOCIAL MEDIA
OPTIMIZATION**

ELYSIUM
ACADEMY

SOCIAL MEDIA
OPTIMIZATION

ELYSIUM
ACADEMY

CODE IN

COURSE DESCRIPTION



The Social Media Optimization (SMO) course equips learners with strategies to enhance brand visibility and engagement on major social media platforms. Participants delve into content creation, audience targeting, analytics interpretation, and platform-specific optimization techniques.

COURSE GOALS



Upon completion, students will proficiently navigate platforms like Facebook, Instagram, Twitter, LinkedIn, and Pinterest. You will develop skills to craft effective social media strategies, grow a loyal following, boost brand awareness, and analyze performance metrics for strategic refinement.

FUTURE SCOPE



Graduates will excel in roles such as social media managers, digital marketing specialists, content creators, or brand consultants. With social media's increasing role in marketing, opportunities abound in marketing agencies, corporate departments, e-commerce firms, and freelance consulting, ensuring a dynamic and rewarding career path in the digital domain.

01

CHAPTER

Introduction to SMO

1. Introduction to Online Marketing
2. Types of Online Marketing
3. Introduction to Social Media Types of social media
4. Advantages of social media optimization
5. Social media optimization processes and techniques



04
HRS



01
HRS

02

CHAPTER

Facebook Marketing

1. Facebook marketing introduction
2. Advantages of Facebook Marketing
3. What is Open Graph
4. Local business page creation
5. Fans page creation
6. Brand page creation
7. Organization page creation
8. Adding own logos and banners in Facebook
9. How to promote your Facebook page
10. Facebook optimization techniques
11. Creating Facebook Application
12. Linking with YouTube
13. Creating Events in Facebook
14. Dos & Don'ts on Facebook



02
HRS



03
HRS

03

CHAPTER

Twitter Marketing

1. What is Twitter Why we use Twitter
2. Twitter Demographics
3. How to Setup a Twitter account
4. What is Twitter Lingo
5. What is Tweet for pay
6. Twitter Account Promotion Tweeting (Responding to others, RT, HashTags, Direct Messages)
7. Why use short url in Twitter



02
HRS



02
HRS

04

CHAPTER

LinkedIn Marketing

1. What is LinkedIn
2. LinkedIn advantages
3. LinkedIn Groups
4. LinkedIn events, messaging
5. Creating the right profile & settings
6. How to do link building in LinkedIn
7. LinkedIn Company Pages



01
HRS



02
HRS

05

CHAPTER

Video Marketing SMO

1. Youtube Video Optimization
2. Increase youtube views, Subscribers
3. Youtube Adsense Ads
4. Youtube Adwords
5. Dailymotion
6. Vimeo Videos
7. Metacafe



1.5
HRS



02
HRS

8. Google Videos
9. Youtube Channel Creation
10. Upload Videos with Keywords & Content
11. Promote Videos and Increase Viewers?
12. YouTube Channel Creation
13. YouTube Channel Custom Background
14. YouTube Channel Profile Content Writing
15. Submission of Client Provided Videos

06

CHAPTER

Instagram

1. What is instagram ?
2. Why use instagram in business marketing
3. Hash tags
4. Importance of instagram stories
5. How to create shopping ads in Instagram
6. Instagram updates



02
HRS



1.5
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07

CHAPTER

Pinterest

1. Pinterest Account Creation
2. Create Board
3. Uploading Pins on Boards
4. Pinterest Followers
5. Following Relevant Pinners
6. Re-pinning of Relevant Content
7. Sourcing of Pin Board Content
8. Pinterest Profile Content Writing
9. Pinboard Creation



2.5
HRS



1.5
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08

CHAPTER

Content Strategy for Social Media

1. Developing a content strategy aligned with business goals
2. Understanding content types (text, images, videos, infographics, etc.) and their suitability for different platforms
3. Crafting engaging and shareable content
4. Content calendar planning and scheduling tools
5. Case studies on successful social media content campaigns



2.5
HRS



1.5
HRS

09

CHAPTER

Community Building & Engagement

1. Building and nurturing online communities
2. Strategies for increasing followers, likes, shares, and comments
3. Monitoring and responding to audience feedback
4. Leveraging user-generated content (UGC)
5. Implementing influencer marketing campaigns



2.5
HRS



1.5
HRS

10

CHAPTER

Analytics and Performance Tracking

1. Introduction to social media analytics tools (e.g., Facebook Insights, Twitter Analytics, Instagram Insights, Google Analytics)
2. Setting up tracking parameters and goals
3. Analyzing key performance metrics (reach, engagement, conversion, etc.)
4. Iterative optimization based on analytics insights
5. Creating and presenting performance reports



2.5
HRS



1.5
HRS

11

CHAPTER

Social Media Advertising

1. Introduction to paid advertising on social media platforms
2. Creating and optimizing ad campaigns (targeting, budgeting, bidding, etc.)
3. Different ad formats (text ads, image ads, video ads, carousel ads, etc.)
4. A/B testing and optimization strategies
5. Advanced targeting options and retargeting techniques



1.5
HRS



01
HRS

12

CHAPTER

Social Media Crisis Management

1. Understanding potential crises on social media
2. Developing crisis response plans and protocols
3. Case studies on successful crisis management strategies
4. Role-playing exercises for handling simulated crises
5. Proactive reputation management techniques



1.5
HRS



01
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Placement Assistance

100%

135+ Professional Courses

Practical Sessions

90%

67+ Global Pacts

Corporate Placements

65%

170+ IT Companies Tie-Up

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GROUP OF
COMPANIES

**ELYSIUM
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**PRIVATE
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Partners

