

### VERSION



SR. CODE

EAPL/CRASH/CRTC34

COURSE CODE

**EACSO** 

SUB CATEGORY

DIGITAL MARKETING







# ELYSIUM ACADEMY SOCIAL MEDIA MLAAIUN





### **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.





### Introduction to SMO

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





### CHAPTER 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







### Twitter Marketing

- 1. What is TwitterWhy 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 PromotionTweeting (Responding to others, RT, HashTags, Direct Messages)
- 7. Why use short url in Twitter





### 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

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### 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







- 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

### 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



# 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







### 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



### 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





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# GHAPTER

### Analytics and Performance Tracking





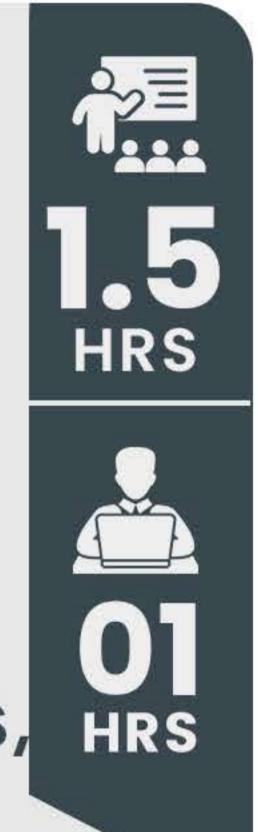


- 2. Setting up tracking parameters and goals
- 3. Analyzing key performance metrics (reach, engagement, conversion, etc.)
- 4. Iterative optimization based on analytics insights
- 5. Creating and presenting performance reports

# 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





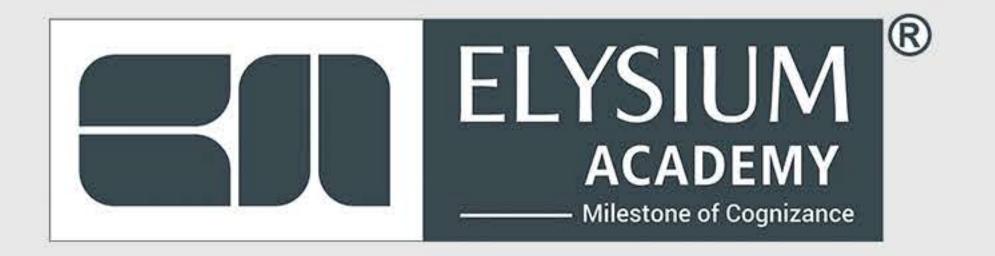


### Social Media Crisis Management

- 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











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