

SOCIAL MEDIA MARKETING

Learn the art of getting new clients through social media marketing no matter
which business you are in



WHO SHOULD ATTEND?

- ✓ Student/MBA
- ✓ Fresher
- ✓ Traditional Marketer
- ✓ Entrepreneurs
- ✓ Brand and Communication Managers
- ✓ Sales Professionals
- ✓ Businessman
- ✓ Corporate

WHY LEARN SOCIAL MEDIA MARKETING?

By 2020 80% of people will be on mobile phones with Internet. And in the world of internet the social media is taking 95% of the time. When your customer is everywhere, are you

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Social Media, Web design, Web development, Search Engine Optimization, Digital Marketing,
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trying to figure how to reach to him? If yes join the course and take your business / career to a new height.

COURSE HIGHLIGHTS

Make the shift to social media marketing with this 2 Day hands on course led by the best faculty at MSME as your guide. Learn the tools and best practices that will enable you to plan, customize, and implement successful social media marketing strategies—and meaningfully measure their impact. Finally, discover strategies that can help you engage, connect, and collaborate with your customers more effectively. And get a taste for what's next in social media marketing.

BENEFITS TO THE LEARNER

- ✓ Deepen Your Intellectual Capital
- ✓ Manage Your Brand Capital
- ✓ Enhance Your Social Capital
- ✓ Enhance Your Career Capital



PREREQUISITE

- ✓ Persons with minimum Diploma/Degree or
- ✓ Pursuing Diploma/Degree
- ✓ Must have knowledge of basic internet and computer

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LAB REQUIREMENT

- ✓ Smart Phone
- ✓ Laptop

LENGTH

- ✓ All modules of the training would be taught in a hands-on, application oriented manner using examples, exercises, and case studies.
- ✓ 2 Days training, each day we will have 8 hours of training.

COURSE SYLLABUS

Day 1		
1.	Introduction to Social Media Marketing	<ol style="list-style-type: none">1. Overview2. Consumer3. Future4. Platforms
2.	Facebook	<ol style="list-style-type: none">5. Basics6. Page7. Groups8. Business Account9. Marketing10. Linking twitter
3.	Twitter	<ol style="list-style-type: none">11. Basics Hashtag12. Tweet, Retweet13. Twitter Research14. Building Twitter Marketing Strategy15. Twitter Ads <p>Google Search Console - Lesson Agenda</p>

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4.	Instagram	16. Using Instagram 17. Post Type 18. Linking with Facebook 19. Business Account 20. Marketing
5.	WhatsApp	21. Overview 22. Whatsapp Business 23. Marketing 24. Tools
6.	Lead Generation	25. Intro 26. How To Generate Leads 27. Cold Calling 28. Emails 29. Process
7.	Portfolio	30. Overview 31. Online Portfolio 32. Management
8.	Email Marketing	33. Introduction 34. Database 35. Subscription 36. Introduction and Best Practices

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Day 2

9.	Youtube	<ol style="list-style-type: none">1. Basics2. Upload a video3. Youtube Marketing Tutorial4. Youtube Ads
10.	Pinterest	<ol style="list-style-type: none">5. Basics6. Profile7. Using App8. Connecting people
11.	Linked In	<ol style="list-style-type: none">9. Overview10. Company Page11. LinkedIn Marketing Introduction12. LinkedIn Ads
12.	Wikipedia	<ol style="list-style-type: none">13. What it is14. How to grow15. Create page
13.	Blogging	<ol style="list-style-type: none">16. Introduction To Blogging17. Titles And Content For Your Blog18. Tips On Creating A Successful Blog19. Blog Marketing Demo20. How To Make Money From Blogging
14.	Wordpress	<ol style="list-style-type: none">21. Overview22. Theme23. Pages24. Posts25. Plugins

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		26. Widgets 27. Settings
15.	Website optimization	28. Speed 29. Images 30. Must Haves
16.	Landing Pages	31. Overview 32. Must Haves 33. Layout

FACULTY



Being from the industry the faculty is not just a profession speaker but also a hands on trainer. The purpose of the 2 day workshop would serve the intension of sharing her knowledge and experience to bring out the max in your career.

ABOUT US



DYNAMISERS
— SOLUTIONS —

Dynamisers Solutions Pvt. Ltd. is a **Government Recognized Training Organization**. We have **6 years of expertise** by which we aim to help our students to achieve pinnacles in performance. We Provide Digital Marketing, Social Media Marketing, Artificial Intelligence, Machine Learning, Blockchain, Cyber Security, Entrepreneurship Development, Time Management and many more Trainings. We are the training partner of NIESBUS and MSME which are government organisations. We have clients and students across world. Our mission is to help students achieve their ultimate goals.

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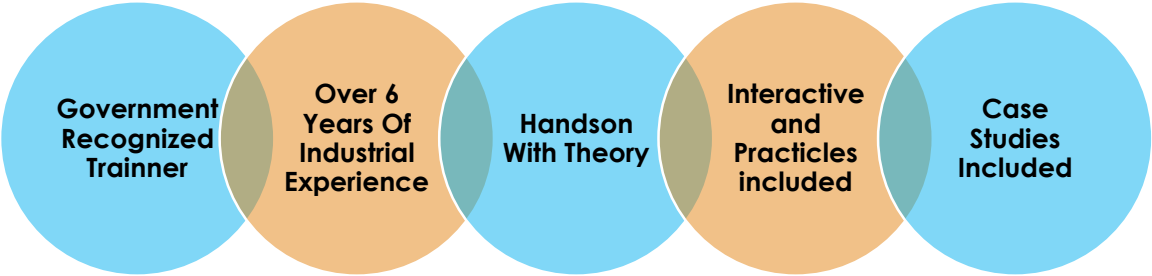


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CONTACT US

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