



Social Media Marketing Training Course

Price RM 699

External URL

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

Hits 434

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

COURSE CONTENT / ACTIVITY

NO	CONTENT / ACTIVITIES	OBJECTIVES
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1	Chapter 1: Introduction to Social Media Marketing	<p>To know how social media has evolved over time.</p> <p>To know the different types of social media platforms.</p> <p>To know how social media has disrupted traditional marketing.</p> <p>To learn advantages and disadvantages of social media.</p> <p>To learn the most commonly used social media metrics.</p> <p>To understand why social media marketing is important.</p> <p>To understand the benefits of social media marketing.</p>
2	Chapter 2: Personal Branding	<p>To be able to define Branding Goals & Areas of Expertise</p> <p>To develop a Strong Brand Statement</p> <p>To establish a Personal Branding Strategy</p> <p>To ensure Consistency in Brand Voice, Image, and Tone</p>
3	Chapter 3: Social Media Marketing Strategy	<p>To be able to Identify a target market and creating personas</p> <p>To establish goals, objectives and metrics</p> <p>To establish a Personal Branding Strategy</p> <p>To ensure Consistency in Brand Voice, Image, and Tone</p>

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

SUPPLIER

Vibeup Training & Development

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