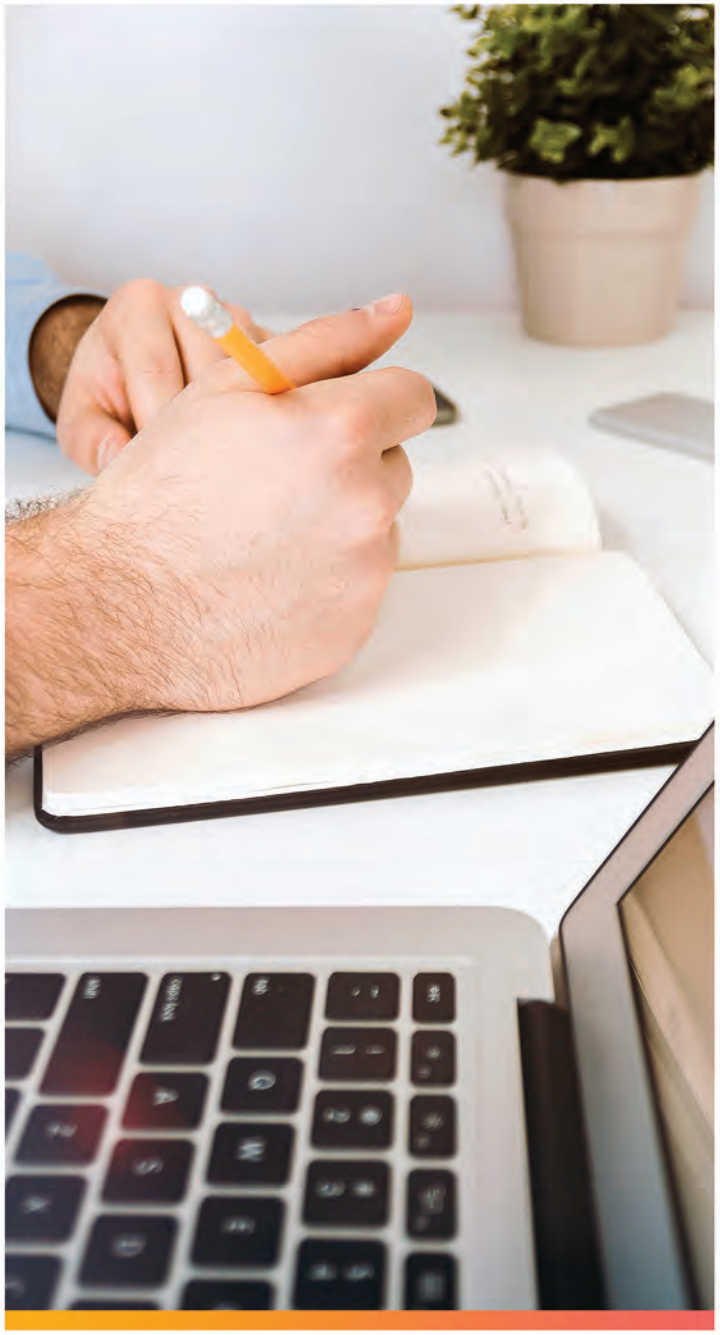


WEB STUDIO

Course Outline

Social Media Marketing Course



Our

Social Media Marketing Course

is designed for those who want to learn how to create, manage and implement successful social media marketing strategies for their own business. You will be developing a highly comprehensive social media marketing strategy with the guidance and expertise of a social media mentor.

Each session is packed with awesome tools and templates to help you get started and succeed in your marketing.

What you'll **LEARN**

- The fundamentals of social media marketing
- Which social networks to use and how to use them
- The art of mastering your own personal brand on social media
- How to build a community of hungry followers on your social channels
- How to develop a social media network strategy featuring both organic posts and paid advertising
- How to streamline your publishing process so you can publish posts across all of your social channels quickly and efficiently
- How to plan, implement and manage email marketing
- How to measure the success of your social media campaigns, so you can improve your performance over time

Session 1:

Introduction to Social Media Marketing

- Introduction to Digital and Social Media Marketing
- Content Marketing vs Social Media Marketing
- Overview of the Social Media Networks
- Social Media Marketing Constraints
- Legal and Ethical Requirements of Social Media Marketing
- Social Media Marketing Audit
- Establishing a Brand Identity on Social Media
- Social Media Marketing Roles
- Insource or Outsource



Session 2:

Social Media Marketing Tools

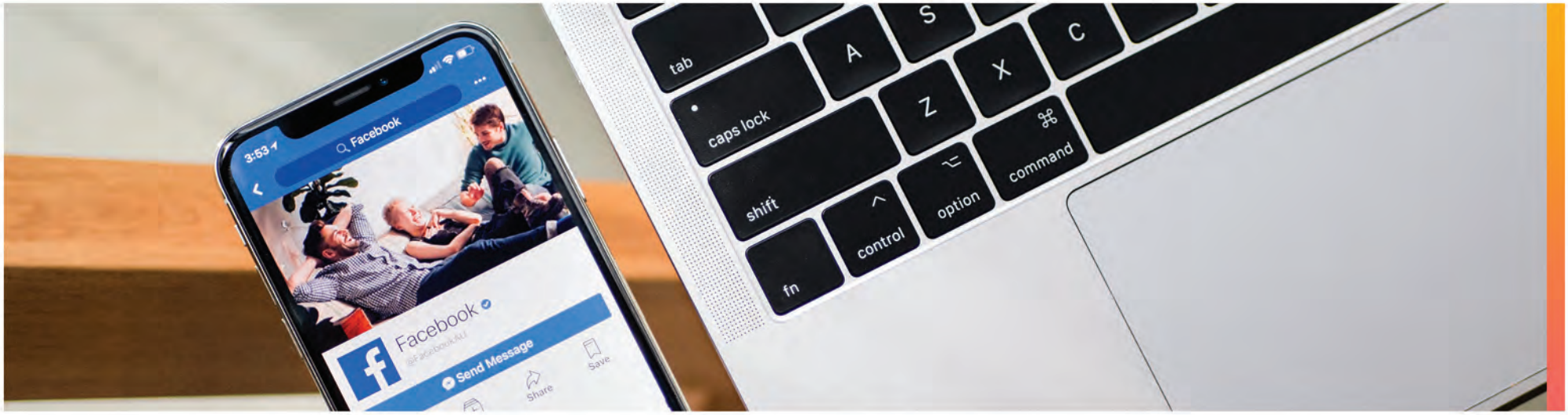


- Plan & Develop Your Social Media Marketing Strategy
- Development of Strategic Ideas
- Defining Objective
- Marketing Calendars
- Identify Content Sources
- Content creation tools
- Social Media Management Platforms

Session 3:

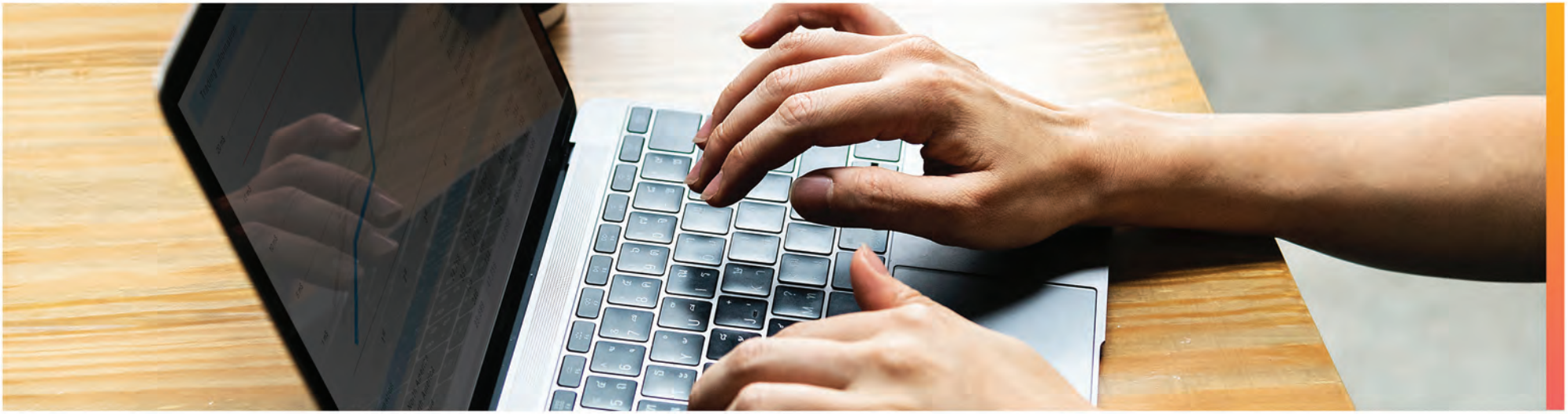
Facebook for Business

- Facebook Overview
- Facebook Business Pages
- Facebook Marketing Opportunities
- Posting & Scheduling
- Creating Events
- Setting Up your Audience
- Boosting a Post
- Facebook Groups



Session 4:

Paid Advertising on Facebook



- Facebook Ad Placements
- Facebook Ad Types & Formats
- Facebook Lead Generation Forms
- Facebook Retargeting
- Campaign Structure
- A/B Testing
- Selling Products on Facebook
- Reporting & Measuring Strategy

Session 5:

Instagram for Business

- Instagram Overview
- Benefits for Business
- Instagram Marketing Opportunities
- Management & Planning Tools
- Instagram Post Formats
- Creating high-quality content
- Writing effective captions
- Hashtags Research



Session 6:

Growing your Instagram Engagement & Followers



- Instagram Paid Advertising
- Audience Targeting
- Getting Discovered
- Growing your following
- Influencer Marketing
- Selling products on Instagram
- Monitor and Reporting Analytics

Session 7:

Pinterest for Business

- Marketing opportunities with Pinterest
- Overview to Pinterest
- Organising content effectively
- Pinterest for SEO
- Selling Products on Pinterest



Session 8:

Blogging and Vlogging 101



- Blogging for Business Overview
- Blogging Platforms
- Marketing Opportunities with Video
- YouTube for Business Overview
- Creating a Channel
- Create short videos for social media
- How to upload videos

Session 9:

LinkedIn for Business

- How to build a compelling professional profile
- Setting up a Company Page
- Showcase products and services
- Marketing opportunities for Business
- Networking and Direct Messaging



Session 10:

Email Marketing



- Email Marketing Introduction
- Planning your Email Marketing Strategy
- Contact Management
- Components of High Performing Email
- Email Design & Functionality
- Measuring Success
- Landing Pages

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For more information **call 1300 090 401**

or visit **www.fxwebstudio.com.au**