



# 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

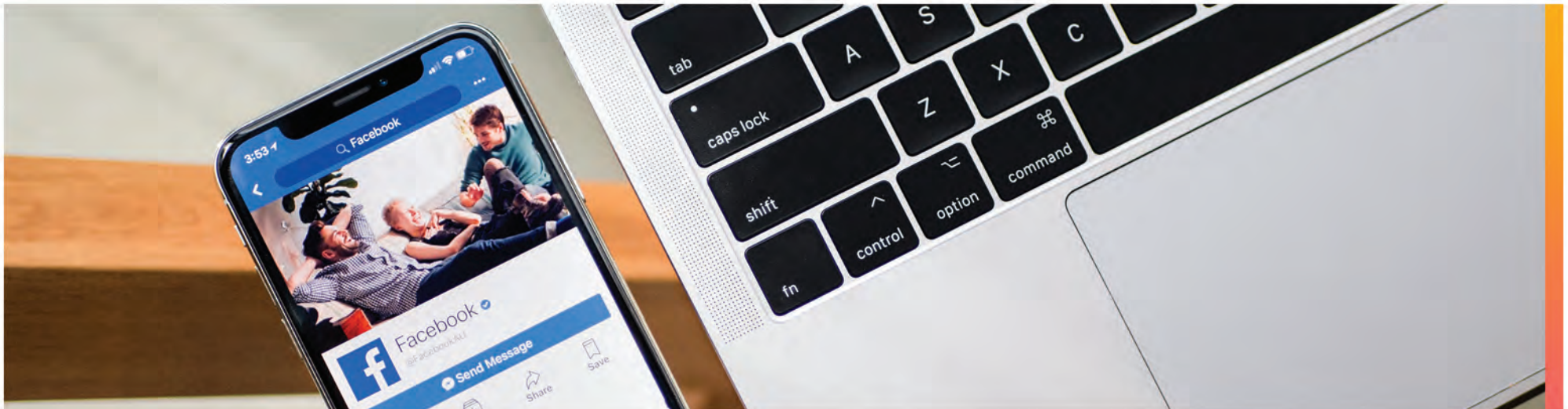


## Session 3:

# 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



WEB STUDIO

For more information **call 1300 090 401**  
or visit **[www.fxwebstudio.com.au](http://www.fxwebstudio.com.au)**

---