
SMM SMO Course Outline

It's a matter of just 3 weeks to be an Expert in SMM Marketing

Get yourself **ENROLLED** in the advance SMM marketing course;

See below our detailed course outlines

- Introduction to Social Media Marketing
- What is Importance of Social Media
- 6 Most Important Social Network
- Target of Social Media
- Social Plans for Individual & For Business
- What policies need to implement and what Don't
- What is Target Audience & Objectives?
- Competitive Analysis & Research
- Profile Making & Insert Link
- Join People & Relevant Group/Audience
- People Engagement Strategy
- Divert Traffic & Send Visitors to your Target Web Page
- Social Media Integration on Your Website
- Social Media Impact in SEO

Facebook

- Basics of Facebook
- Account Creation
 - Best Image Sizes for Profile, Banners and Posts
- Business Profile Page Creating
- Group Creating
- User Roles Assigning
- Post Sharing Techniques
- Paid Campaign
 - Types of Campaign
 - Page Promotion
 - Increase Post Reach
 - Get Website Traffic
 - Get more Messages



- Get WhatsApp Messages
- Get more Calls
- Get more Engagements
- Facebook Ad Manager

Twitter

- Basics of Twitter
- Account Creation
 - Best Image Sizes for Profile, Banners
- Following People and Building a Base of Followers
- Adding Twitter Content
- Twitter Trends

Pinterest

- Basics of Pinterest
- Account Creation
- Creating Board
- Creating Pins
- Competitors Analysis
- Building your Brand Exposure
- Pinterest Adverts
- Posting of Comments



LinkedIn

- Basics of LinkedIn
- Creating LinkedIn Profile
- Connections
- Endorsement
- Establishing an Effective LinkedIn Network
- Page Creations
- Paid Campaign

Instagram

- Account Set-up



- What to post and how regularly
- Instagram Images that Attract the Right Users
- Instagram Etiquette
- Finding your Target Market
- Building your Followers
- Dealing with Negative Comments
- Maximizing Engagement
- Trends, Keywords, Hashtags
- Instagram Jargon (AKA, BRB, MYOB, BTW etc.)

