

Advanced Social Media Certification

Course Agenda

Lesson 0: Social Media Introduction

How Social Media Has Changed Business

Lesson 1: Building a Sustainable Social Media Strategy

Social Media Challenges

Strategy Building Guide

Establishing and Benefitting from a Social Media Home Base

Creating a Campaign Message

Planning and Benefitting from a Diversified Posting Strategy

Lesson 2: Converged Social Media

The Role of Converged Media in Social

Understanding Paid, Owned, and Earned Media

Putting Converged Media to Work for You

Lesson 3: Content Marketing in a Social Media World

The Role of Content Marketing in Social

Building a Content Plan

Matching Content to Consumer Intent

Generating Content Ideas

Unlocking Content's Full Potential

Lesson 4: Visual Social Media

Understanding the Impact of Great Visuals

Leveraging Images in Social Media

Leveraging Video in Social content

Lesson 5: Understanding and Sparking Social Sharing

What makes social sharing so valuable

Building Content that is inherently shareable

The Psychology of Social Sharing

Brainstorming Your Social Content Ideas

Lesson 6: Storytelling An Essential Part of Your Social Narrative

Why Storytelling is Essential in Social Marketing

Finding Your Focus and Your Story

Finding Your Focus and Your Story

Understanding consumer stories and their role

Matching Customer Story to Motive

Lesson 7: Influencer Marketing and Online Reputation Management

The Role of Social Media Listening

Reputation Management & Response

Finding Influencers and Evangelists

Engaging with Influencers and Evangelists

Lesson 8: Social Media Selling

Understanding the Role of Social in the Sales Cycle

How Sales and Marketing Function as a Team in Social Selling(Part1)

Lesson 9: Social Media Measurement

The Basics of Social Media Measurement

Social Media Specific Metrics

Lesson 10: Video and YouTube Marketing

Establishing a video marketing strategy

Leveraging mobile video

Promoting and measuring mobile video

Lesson 11: YouTube Advertising

YouTube for business

Make a client video

Promote your client video

Data, metrics and analytics

Lesson 12 :Facebook Marketing

Understanding Facebook

Facebook Presence And The News Feed Algorithm

Visual And Video Content On Facebook

Putting Facebook To Work

Facebook Messenger

Facebook Advertising

1. Walkthrough How To Setup A Facebook Page
2. Walkthrough Understanding Facebook Posting Style
3. Walkthrough Calculating Reach Of An Existing Facebook Page
4. Walkthrough Understanding Facebook Settings

Lesson 13: Twitter Marketing

Understanding Twitter

Using Twitter As A Marketer

Customer Service And Engagement Via Twitter

Marketing On Twitter

Understanding Twitter Advertising

Twitter Ad Options

Walkthrough Retweeting And Retweeting With A Comment

Walkthrough Using Advanced Twitter Search

Walkthrough Joining Or Creating Hashtag Conversations

Walkthrough Building A Twitter List

Walkthrough Creating And Curating A Twitter Moment

Lesson 14 : Pinterest Marketing

Understanding Pinterest

Pinterest Presence And The Algorithm

Marketing With Pinterest

Putting Pinterest To Work

Pinterest For Pitching And Outreach

Walkthrough Creating A Pinterest Board

Walkthrough Moving Pins From One Board To Another

Walkthrough Creating And Uploading A Great Pin Image

Walkthrough Searching For Pins From A Specific URL

Lesson 15 : LinkedIn Marketing

Understanding LinkedIn

Your LinkedIn Presence

LinkedIn Groups And Prospecting

Lesson 16 : Instagram Marketing

Understanding Instagram

Setting Up Instagram

Marketing Through Instagram

Leveraging Instagram

Lesson 17 : Snapchat Marketing

Understanding Snapchat

Getting Started With Snapchat

Marketing With Snapchat

Snapchat Advertising And Partnerships

For information on the course, visit:

<https://www.simplilearn.com/digital-marketing/social-media-certification-training>



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