

Content for Social Media Marketing Training

1. About Social Media:

- Overview & Importance of Social Media
- Facts and statistics of Social Media
- Why Social Media
- Importance of Social Media for Business
- Importance of Social Media for Job & Freelancing
- Social media Marketing Funnel

2. Facebook Organic Marketing:

- Basic Overview of Facebook
- Importance of Facebook
- Page creation
- Page Settings
- Auto Messaging
- Different types of Templates and Tabs
- Facebook Page Insights
- Publishing tools settings
- Importance of Hashtags
- Hashtags Analysis and creation
- Posting: Normal Posting
 - Carousel Posting
 - Slideshow Posting
 - Album, Event and Boosting from Page
- Group creation and Management
- Market Place Management

3. Facebook Ads Manager:

- Admanager Settings
- Pixel Creation
- Business Understanding and Objective selection
- Audience Setup
- Campaign Overview
- Campaign Designing basics
- In-depth step by step campaign designing
- Lead Generation Campaign
- Video Campaign
- Reach
- Brand Awareness
- Engagement
- Remarketing & Conversion
- Multiple Ad & Adsets in one campaign

4. Instagram

- Business Profile Management
- Instagram Promotion
- Insights
- Hashtag Creation
- Blue Tick Submission
- How to make 3*3 grid by third party tool.
- Status Creation and Algorithms
- Profile Button Creation
- Tagging
- How to increase followers
- Posting
- IGTV

5. Canva Tool

- Banner Creation
- Post Creation
- Business card Designing
- Presentation

Training Take 15 to 20 Hours for in-depth understanding of Social Media.