

SOCIAL MEDIA MARKETING

Complete Course Outline

Learn what to post, why it works, how to grow organically, and how to turn attention into enquiries.

COURSE OUTCOME

Build a practical social media system for your own brand or business from strategy and content planning to engagement, organic growth and lead generation.

Who is this course for?

- Coaches, consultants and service professionals who want to become more visible online.
- Entrepreneurs and small-business owners who want a simple, practical social media system.
- Freelancers and creators who want to turn their expertise into useful content.
- Beginners who feel unsure about what to post, where to post, or how social media can support business growth.

What you will build

- A clear social media strategy aligned with your goals and audience.
- A repeatable content-planning system.
- Instagram and LinkedIn content ideas and formats.
- A practical approach to Reels, Carousels and Stories.
- An organic engagement and growth routine.
- A simple path from content → conversations → enquiries.

Module 1 — Social Media Strategy

Stop posting randomly. Start with a plan.

What you will learn

- Set goals for visibility, authority, engagement and leads.
- Define your ideal audience and their problems.
- Choose platforms based on audience and business goals.
- Create clear content pillars and brand messaging.

By the end of this module, you can

- Know what to post, for whom, and why.
- Create a focused social media direction.
- Align your content with your business goals.

Module 2 — Instagram Marketing

Use Instagram to build visibility, trust and relationships.

What you will learn

- Position your Instagram profile clearly.
- Plan content around audience needs and goals.
- Understand the roles of posts, Reels and Stories.
- Create relevant calls-to-action.

By the end of this module, you can

- Improve your profile positioning.
- Build a simple Instagram content system.
- Use each format with a clear purpose.

Module 3 — LinkedIn Marketing

Turn your expertise into useful, credible professional content.

What you will learn

- Position your profile around your expertise.
- Identify topics that demonstrate knowledge and experience.
- Create educational, storytelling, opinion and authority content.
- Use networking and conversations to build relationships.

By the end of this module, you can

- Present your expertise clearly.
- Create content that builds professional credibility.
- Use LinkedIn intentionally.

Module 4 — Content Marketing

Create content that educates, connects and supports your business.

What you will learn

- Understand strategic content versus random content.
- Create content around audience problems and desired outcomes.

- Balance educational, inspirational, relatable, authority and promotional content.
- Use storytelling and relevant calls-to-action.

By the end of this module, you can

- Generate useful content ideas.
- Build trust before asking people to buy.
- Connect content with business goals.

Module 5 — Content Planning

Replace last-minute posting with a repeatable system.

What you will learn

- Build content pillars around your niche and audience.
- Turn one idea into multiple pieces of content.
- Plan weekly and monthly content.
- Create a realistic publishing routine.
- Repurpose ideas across formats and platforms.

By the end of this module, you can

- Build a practical content calendar.
- Know what to create without starting from zero.
- Create more content from fewer core ideas.

Module 6 — Reels

Turn your knowledge into short-form video.

What you will learn

- Understand the structure of a useful Reel.
- Develop strong hooks and simple concepts.
- Create educational, problem-solving, storytelling and promotional Reels.
- Write simple scripts and calls-to-action.
- Create without complicated equipment.

By the end of this module, you can

- Generate Reel ideas quickly.
- Write a clear Reel script.
- Communicate one strong message in a short video.

Module 7 — Carousels

Turn expertise into easy-to-consume visual content.

What you will learn

- Structure an effective carousel.
- Create strong opening slides.
- Break complex ideas into simple slides.
- Use checklist, mistake, framework and how-to formats.
- End with a useful takeaway or CTA.

By the end of this module, you can

- Plan a carousel from idea to final slide.
- Turn one topic into educational content.
- Create content designed for saves and shares.

Module 8 — Stories

Use Stories to stay connected and encourage interaction.

What you will learn

- Understand the role of Stories in relationship building.
- Use education, behind-the-scenes, opinions, experiences and offers.
- Use questions and polls to invite responses.
- Create simple Story sequences.
- Move interested viewers toward conversation.

By the end of this module, you can

- Plan a weekly Story routine.
- Show personality and build familiarity.
- Create natural opportunities for interaction.

Module 9 — Engagement

Build relationships—not just vanity metrics.

What you will learn

- Understand meaningful engagement.
- Create content that invites genuine conversation.
- Respond to comments and messages effectively.
- Engage thoughtfully within your niche.
- Avoid spammy engagement tactics.

By the end of this module, you can

- Create a sustainable engagement routine.
- Start relevant conversations.
- Turn passive followers into active community members.

Module 10 — Community Building

Create an audience that feels connected to your brand.

What you will learn

- Understand audience versus community.
- Create shared interests and conversations.
- Encourage questions, participation and peer interaction.
- Build trust through consistency and communication.
- Use simple community rituals and recurring themes.

By the end of this module, you can

- Strengthen connection with your audience.
- Encourage participation.
- Build community around your expertise.

Module 11 — Organic Growth

Grow relevant visibility without depending entirely on paid ads.

What you will learn

- Understand sustainable organic growth.
- Combine consistent content, engagement and relationships.
- Improve discoverability through relevant topics and messaging.
- Use collaborations and community participation.
- Focus on relevant audience quality, not follower count alone.

By the end of this module, you can

- Create a realistic growth routine.
- Identify activities that increase relevant visibility.
- Track meaningful progress.

Module 12 — Lead Generation

Turn social media attention into genuine business conversations.

What you will learn

- Understand the journey from stranger to follower to prospect.
- Create content that demonstrates expertise and solves problems.
- Use clear calls-to-action and simple conversion paths.
- Start conversations through comments, Stories and messages.
- Follow up with interested prospects.

By the end of this module, you can

- Connect content with business goals.
- Create stronger calls-to-action.
- Move from views and followers toward relevant enquiries.

Your Practical Learning Journey

- Clarify your audience, niche and social media goals.
- Build your content pillars and messaging.
- Create your Instagram and LinkedIn strategy.
- Plan Reels, Carousels, Stories and other content.
- Build an engagement and community routine.
- Apply organic growth strategies consistently.
- Create a simple lead-generation pathway.
- Review, improve and repeat.

What You Can Expect

This is designed as a practical, learner-focused course. The goal is to help you understand the strategy, apply it to your own brand or business, and leave with a social media system you can actually use. You can get clients for your products or services applying what you learn here.

About the Trainer

Kavitha Narayanankutty is an experienced educator, trainer and content professional with 15+ years of teaching, training and mentoring experience. Her work includes marketing, branding, content strategy, digital growth, entrepreneurship and online education.
