

Social Media Marketing

Possible Softtech Training has fully interactive one-to-one Social Media Marketing(SMM). Our course training is Flexible to meet the demands of fresher's and working professionals. Students having Prior Knowledge of internet, surfing, Chatting and social marketing will be an added advantage. Where social media really becomes valuable in a business context is when you can use these social networks to raise brand awareness and also get new customers, leads and sales for a business. This is where inbound marketing comes in. Inbound marketing is about creating and sharing valuable content designed to appeal to customers and attract qualified prospects to a business.

Why to choose us:

The Social Media Marketing course offered by SMM Specialist provides its students complete and thorough knowledge of effectiveness of Social Media marketing activities, which is essential for the success of online business.

OUR SMM TOPICS WE COVER:

Section 1: Why care about Social Media?

- Orientation to Digital Marketing and Social Media
- Latest Stats and Trends about Social Media (Global & Indian)
- Relevant Social Media Success Stories (Global & Indian)

Section 2: Creating Facebook Marketing Strategy

- From Objectives to ROI
- Competitive Research
- Strategy Presentation by Participants
- Exercise: Participants to create Facebook Marketing Strategy for their organizations Types of Facebook Ads
- Facebook Ads vs. Google Adwords
- Significance of CTR (Click Through Rate)
- Optimizing Ad Copy & Targeting
- Exercise: Participants to launch & promote
- live Facebook Communities

Section 3: Demystifying Community Building on Facebook

- Orientation to Facebook Brand Pages
- EdgeRank Algorithm: Why engagement is key to success on Facebook?
- How to create Facebook Marketing Strategy?

- Facebook Applications for Fan Growth and Engagement
- How to create Brand Ambassadors on Facebook?
- Leveraging Facebook Insights for Success
- Relevant Facebook Marketing Success Stories (Global & Indian)

Section 4: Creating Twitter Marketing Strategy

- Twitter Strategy Framework: From Objectives to ROI
- Exercise: Creating Twitter Marketing Strategy

Section 5: Twitter: The Jewel in the Social Media Crown

- Twitter in Plain English
- Twitter for PR, Brand Building, Customer Engagement and Thought Leadership
- Leveraging Lists, Hashtags & Trends
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex

Section 6: Leveraging LinkedIn for B2B Lead Generation

- LinkedIn in Plain English
- Lead Generation through Individual Profiles
- Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
- Exercises: Profile Makeover, Answers, Groups, Status Updates, Recommendations

Section 7: Discussion on other Social Media Channels

- Opportunity of other Social Media Channels (e.g. SlideShare, Pinterest, Google+)
- Open discussion on approach to leverage them

Section 8: Measuring ROI of Social Media

- Guidelines for Measurement on Social Media
- Importance of Qualitative Feedback
- Framework for ROI Measurement
- Creating ROI Metrics Dashboard
- Tools to Measure ROI

Section 9: Planning & Creating Multi-channel Social Media Strategy

- How to choose relevant Social Media Channels?
- Creating multi-channel Social Media Strategy
- Resource Planning: In-house vs. Outsource, Key competencies, Tools etc

Student Benefits:

- 1) *Work on live projects and get hands on experience*
- 2) *Course Materials Provided*
- 3) *Weekdays & Weekend classes Available*

It would be great if you can provide an opportunity to best take care of your career growth in evergreen Internet Marketing (Social Media Marketing) Platform.

To Take Advantage of Social Media Marketing Training contact us:

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I'll also be happy to answer any other questions you might have.

Looking forward for your response

Thanks and Regards,

Sangram Keshari