

* SMO Training Course Content :

Introduction to Social Media Marketing
What is Social Media Marketing
Difference Between SEO & SMO
Social Media Strategies
How can social media help for my business?
The key Social Media tools and networks

*Facebook Marketing

Facebook Account Setup
Facebook Business Page Setup
Facebook Group Setup
Facebook, Account, Page & Group Content Strategy
Facebook Insights

*Twitter Marketing

Twitter Account & page setup
Twitter Content Strategy
Use of Hashtags
Twitter Analytics

*Google+ Marketing

Setting Up Account & Page
Managing Connection
Managing Google+ Groups

* Pinterest Marketing

Setting Up Account
Creating boards
Add pins
Follow friends
Repins

*LinkedIn Marketing

Setting Up Account & Page
LinkedIn Strategy
Building Connections & Recommendations