

TechnoMaster

Social Media Marketing

Duration: 10 Hrs (Changeable) | Fees: Individual / Batch

TRAINING BY INDUSTRY EXPERTS

Since 2007, Nestsoft TechnoMaster has been providing training and internships in IT technologies, both online and offline. We have given internships, training, and seminars to more than 25,000 students and achieved more success stories. **We offer 100% placement support through JobsNEAR.in**

ALL IT Courses

- Python Full Courses
- Digital Marketing
- Php/MySQL
- Laravel
- Asp.net MVC
- Flutter
- Android, Java, IOS
- Wordpress
- Software Testing
- Web Design
- Angular JS
- React JS
- CCNA, MCSA
- AWS, GCP, Azure
- ODOO, Fortinet
- Ethical Hacking



Syllabus Contd..

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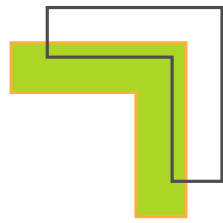
Syllabus

- * What is Social Media?
- * Understanding the existing Social Media paradigms & psychology
- * How social media marketing is different than others
- * Forms of Internet marketing
- * Facebook marketing
- * Understanding Facebook marketing
- * Practical session 1
- * Creating Facebook page
- * Uploading contacts for invitation
- * Exercise on fan page wall posting
- * engagement
- * Facebook advertising
- * Types of Facebook advertising
- * Best practices for Facebook advertising
- * Understanding Facebook best practices
- * Creating Facebook advertising campaign
- * Targeting in ad campaign
 - Payment module- CPC vs CPM vs CPA
- * Setting up conversion tracking
- * Using power editor tool for adv.
- * Advanced Facebook advertising using tools
- * LinkedIn Marketing
- * What is LinkedIn?



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Syllabus

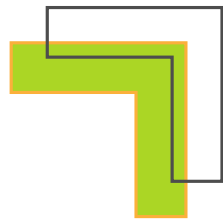


- * Understanding LinkedIn
- * Company profile vs Individual profiles
- * Understanding LinkedIn groups
- * How to do marketing on LinkedIn groups
- * LinkedIn advertising & it's best practices
- * Increasing ROI from LinkedIn ads
- * LinkedIn publishing
- * Company pages
- * Adv on linkedIn
- * Display vs text
- * Twitter Marketing
- * Understanding Twitter
- * Tools to listen & measure Influence on Twitter
- * How to do marketing on Twitter
- * Black hat techniques of twitter marketing
- * Advertising on Twitter
- * Creating campaigns
- * Types of ads
- * Tools for twitter marketing
- * Twitter Advertising
- * Twitter Cards
- * Video Marketing



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Syllabus



- * Understanding Video Campaign
- * Creating 1st Video Campaign
- * Importance of video marketing
- * Benefits of video marketing
- * Using youtube for business
- * Developing youtube video marketing Strategy
- * Bringing visitors from youtube videos to your website
- * Creating Video ADgroups
- * Targeting Options
- * Understanding Bid Strategy