Advanced Social Media Marketing Course Outline

LEC#1: Overview of Social Media Marketing

- What is Social Media Marketing?
- Why can't one rely without social Media Marketing?
- Importance of Social Media Marketing
- Benefits of Social Media Marketing
- Traditional Marketing VS Social Media Marketing

LEC#2: Facebook Page Creation:

- How to create a business page?
- Business Category
- Username
- URL
- About us
- Description

LEC#3: Social Media Optimization:

- Content Optimization

- Story
- Reels
- Best Time to upload Reels and Stories
- Size of DP, Cover Photo and Post
- Posting Strategy

LEC#4: Facebook Marketing:

- Types of Facebook Ads
- Strategy of Selecting Facebook Ads
- Warm up and Bleeding
- What is Facebook Funnel?

LEC#5: Facebook Advertisement:

- How to create FB Ad Campaigns?
- How much Budget do you need to select for Page likes and Brand Awareness?
- What should be the budget per day while running Ads?
- What is A/B Testing?
- What is CBO & ABO?
- Main function of ABO?

LEC#6: Facebook Audiences:

- How to check whether your AD is in the learning phase or not?
- How to create A/B Testing Campaign?
- Types of Facebook Audiences
- How to create Custom and Lookalike Audience?

LEC#7: Facebook Account Verification:

- How to verify your Account?
- How to start a Business?
- Impact of buying Followers

LEC#8: Client Handling:

- How to grab and deal with Clients?
- Tips & Techniques for running Client's Project
- SMM project Hunting
- Impressive Client Making/Handling
- Principles of Project Initiation

LEC#9: Insights of Facebook Page:

- How to Install Facebook Pixels
- What is Facebook Audience Insight
- Facebook Instant Experience
- CPM, CPC, CTR CPA

LEC#10: Facebook Page Management:

- How does the Facebook Algorithm work?
- How to start Company's Fb Page?
- How to Add Payments in Facebook?
- Billing Issues

LEC#11: Marketing Tactics /Strategies:

- Hashtags
- Target Market
- Buyer Persona

LEC#12: Instagram Business Page Creation:

- How to create a Business Page?
- Use of Hashtags
- Create Ads

LEC#13: Instagram Algorithm:

- Time of posting to increase followers
- Instagram Shadow Ban
- Mother Slave Account

LEC#14: Make yourself Brand:

- How to become a Brand?
- Lacking Factors that prevent you to become a brand
- Logo Trademark