

DIGITAL MARKETING

A C A D E M Y

Social Media Marketing Intensive Course

Course Overview

Raise your social strategy to industry best practice by attending this intensive online training course. Gain from the singularly most developed social media marketing workshop available, with training materials honed over the course of training 10,000+ delegates. Get up-to-speed with the latest developments to maximize your results.

Key Learning Benefits:

Develop an unbeatable social media strategy

Use well-established tactical frameworks to create campaigns that work for your business

Use best-practice content strategy

Build an engaged, target-audience community with top content tools and skills

Save time and money

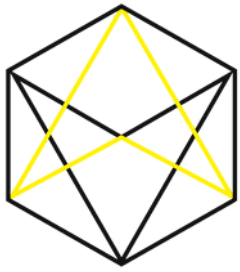
Master proven budget and management applications that improve all-round efficiency

Duration: 10 Hours Live Facilitated

Price: \$500

Buy Course: <https://www.dmacademy.co/product/social-media-intensive-course/>

To Book send a mail with your preferred course dates to the email address below:



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Course Program Overview: Class 1

Social Media Planning

- Measuring success: Find out how to define targets and choose the KPIs that will measure them
- Reaching the right people: Establish user personas that define your target audience
- Social media landscape: Choose the right social platform for your target audience
- What and when to post: Explore which content is most suitable for your audience and when you should post it
- Budgeting and planning: Investigate how to organise your resource requirements
- Keep it legit: Ensure your campaigns don't cross any ethical or legal lines
- Incorporating social: Make social media an integral part of wider marketing initiatives

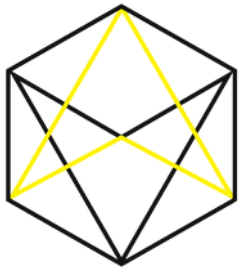
Content planning:

- Content alignment: Ensure your content supports all aspects of your social media plan, including goals, resources and scheduling
- Scheduling content: Explore how an editorial calendar can help ensure that content is ready at the right time
- Choosing the right media: Find out how the right blend of media can boost your campaigns
- Becoming a thought leader: Learn why engaging with the community can make your brand a sought-after influencer
- Don't overdo it: Examine the way in which post timing and frequency effects your audience's response
- Should you blog? Take a look at the benefits of corporate blogging with practical tips on how to do it

Class 2

Facebook Marketing

- Understanding Facebook: Find out more about the world's biggest social media platform, including statistical information about its users
- Should you set up a Business Page? Discover the pros and cons of setting up a Facebook business page and find out exactly how to do it
- Messenger opportunities: Find out how the Facebook Messenger platform tools can help boost your organic reach
- Using Facebook 'likes': Revise the fundamentals of increasing audience engagement and traffic with 'likes' and other traditional Facebook methods
- Get more clicks: Explore how to create must-click content with best-practice content tips and tricks
- New Facebook features: Get up to speed on all the latest tools and changes on Facebook
- Facebook marketing rules: Learn the do's and don'ts of Facebook's guidelines



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Instagram Marketing

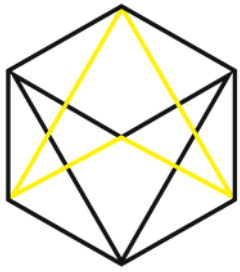
- Understanding Instagram: Find out more about Instagram's users and how the platform compares with Facebook
- Instagram business pages: Explore how to get the most out of Instagram's business pages
- Getting started: Discover the best way to set up your Instagram account
- Instagram features: Discover how to use Instagram's features to maximize the potential of photo and video posts with best-practice tips and tricks
- Tagging photos: Learn how to give your brand maximum exposure with Instagram's photo-tagging feature
- New Instagram features: Explore what's new in Instagram, including LIVE, Instagram Stories, Archive and more
- Reach out to influencers: Identify how influencers with an avid Instagram following can help promote your brand
- Save time and money: Explore the range of tools available to help you manage your Instagram activity

Advertising on Facebook and Instagram

- Posting ads on Facebook: Discover the benefits of advertising on Facebook and the practicalities of how to do it
- Targeting in Facebook: Learn how to target your audience with a detailed review of Facebook's options for filtering users based on demographic, interests and other information.
- Facebook's Power Editor: Discover how Facebook's Power Editor enables you to set up custom and lookalike audiences based on previous interaction.
- Facebook's ad spend options: Find out how to control and maximize your budget ad spend and when to use smart bidding, CPC and CPM
- Designing Facebook ads: Explore how to design content that stands out
- Instagram ads: Examine Instagram's advertising options and get expert advice to make your content work on that platform
- Measuring success in Instagram: Take a detailed look at Instagram's tools for measuring audience engagement

YouTube marketing

- Is YouTube right for you? Find out if YouTube is the right video channel for your campaign
- YouTube channels: Learn how to establish a branded YouTube channel
- Must-share video content: Explore how to make stand-out video content
- What's new on YouTube: Get the latest information on YouTube developments, including YouTube Live and VR180
- Finding viewers: Discover how to drive organic traffic to your YouTube channel
- Advertising on YouTube: Understand the ins and outs of YouTube Advertising and how to do it



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Class 3

X (Twitter) marketing

- Twitter changes: Understand the importance of recent changes to Twitter's timeline and how to prepare for any algorithm changes in the future
- Customizing Twitter profiles: Learn how to add branding to your profile
- Media and tagging in Twitter: Explore how multimedia content and hashtags can boost your tweets' reach
- Twitter followers: Find out how to get committed followers
- Twitter tools: Cut down the time spent managing your Twitter feed by choosing the right tools for you
- Twitter ads: Get expert help to make the most of Twitter's advertising tools

LinkedIn marketing

- Creating LinkedIn profiles: Learn why a consistent approach to profiles works best and how to ensure your employees develop their personal profiles in line with best-practice guidelines
- Expanding LinkedIn networks: Identify the best way to build your network, including how to reach out to targeted industry professionals
- LinkedIn post targeting: Delve into LinkedIn's wide array of targeting tools to ensure your updates appear in the right feeds
- LinkedIn messaging add-on: Discover the pros and cons of LinkedIn's paid messaging tool for connecting with people outside your network
- Building LinkedIn Groups: Understand the role of LinkedIn Groups and examine methods for establishing your own community
- Using LinkedIn Pages: Explore how LinkedIn Pages can increase your company's presence on the network
- LinkedIn ad options: Decide if LinkedIn's paid advertising options will work for you

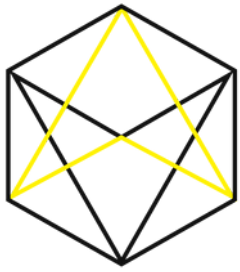
Class 4

TikTok marketing & advertising

- TikTok's latest updates: Up-to-the-minute debrief on the fast-growing platform's latest deployments
- Marketing on TikTok: Explore TikTok's opportunities for marketers
- TikTok targeting: Find out how to create a targeted audience for your TikTok content
- TikTok marketing best practice: View examples of successful campaigns by top brands

Bloggers

- Reaching out to bloggers: Find out how bloggers can help promote your products and brand, and how you can engage their help with individual campaigns
- Top tools: Discover tools that will help you manage multiple outreach campaigns



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Pinterest

Analytics for social media

- Tracking success: Find out how to measure performance with proven metrics
- Google Analytics: Learn how to monitor pageviews and online traffic using Google Analytics' toolset<
- Onboard monitoring: Explore the tracking tools built into each social media platform
- Additional resources: Discover free sources of advice and third-party tools that will help you analyse performance