

SOCIAL MEDIA MARKETING BOOTCAMP

AGENDA FOR DAY 1: GETTING THE STRATEGY MODE ON!

- Introduction to Social Media.
- Designing the Right Social Media Strategy. (With Workbook)
- Understanding Your Social Media persona. (With Workbook)
- Picking the Right Social Media Tool and the purpose. (Facebook, Twitter, LinkedIn, YouTube, Slideshare, Pinterest, Blog, Quora)
- B2B and B2C Strategic differentiation in approach.
- Getting Started with Facebook Advertisements, Running Your First Lead Generation Ad Campaign.

AGENDA FOR DAY 2: GEAR UP FOR SOME EXECUTION

- Designing Facebook Advertisements using emotional context, rational context, triggering factors, social proof and right call to actions.
- Advertisements that worked for our brands (Case Studies)
- Introduction of Long Haul Campaigns - How to create 5 compelling posts for your brand that can add magic.
- Understanding LinkedIn Advertisements (Lead generation, sponsored posts and InMail)
- Drafting smart cost-effective LinkedIn InMail strategy using Why. What. How. Methodology

- Creating Instagram strategies that can help you grow followers.

- How to tell your brand's stories on Instagram.

- Content Bucket workbook.

- Social Media Marketing Success Case Studies.

- Way Forward.

AGENDA FOR DAY 2: GEAR UP FOR SOME EXECUTION

LINKEDIN

- How to write a captivating subject line

- Draft your first inmail

- How to target audience via Job title and Industry

- How to create a Lead Generation

- How to track conversions

- Personal Branding - How to polish your profile,

- Listening - How to do listening on Twitter, How to create listening manual

- Examples of goof Twitter conversations

- 5 important tips on how to identify people on Twitter

- How to keep your Twitter profile consistent

- How to make use of Hashtags

TWITTER

2 MONTH ACCESSIBLE SOCIAL MEDIA MARKETING VIRTUAL COURSE CURRICULUM

SYLLABUS 1: FACEBOOK MASTERCLASS

- How to build an effective Facebook Business page with customised tabs.
- 101 Ways to Engage Your Audience on Facebook Business Page.
- Facebook Advertisement Objectives and 7 Ways to Target Your Audience on Facebook.
- How to expand your community and make your content reach the right audience. - Understanding the 20% Text Rule.
- How to implement local targeting for your local store and build effective advertisements.
- Building Custom Audiences - Step by Step Process.
- Generating Leads on Facebook through Advertisements.
- Creating Messenger Bots.
- Creating Messenger Advertisements for Direct Enquiries on Facebook.
- Your Facebook Master Plan. (Daily, Weekly, Monthly)
- Evaluating ROI of your Facebook Advertisements.

SYLLABUS 2: INSTAGRAM

- Instagram for Business. How to effectively make use of Instagram Posts and Stories.
- Using the Right Hashtags.
- Brilliant Tips to grow your Instagram Followers.
- Instagram Advertisements.
- Your Daily 15 minutes Instagram action plan.