COURSE SYLLABUS

Social Media Marketing Course (Self-Paced with Mentoring)

Learn about the latest social media marketing trends and create a strategy that works for you. Discover how to effectively use platforms like Instagram, Facebook, and TikTok to grow your brand.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.nextgenbootcamp.com/classes/social-media-marketing-online



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Course Outline

Instagram Marketing

- Introduction to Instagram
- Understanding the Instagram Algorithm
- The Instagram Ecosystem
- Developing Your Instagram Strategy
- Best Practices for Setting up Your Instagram Profile
- Instagram Content Strategy
- Hashtags 101
- How to Gain More Followers
- How to Increase Engagement on Instagram
- Instagram Posting Strategy
- Instagram Features Overview
- Instagram Stories
- Influencer Marketing
- Instagram Advertising

Facebook Marketing

- Introduction to Facebook
- Understanding the Facebook Algorithm
- Best Practices for Setting up a Facebook Business Page
- Strategies for Leveraging Facebook Groups for Growth
- Facebook Ads Strategy
- How to Setup the Facebook Pixel
- Facebook Conversion Tracking

- Facebook Audience Targeting
- Facebook Ad Creation Best Practices
- Facebook Ad Optimization
- Facebook Account Management
- Facebook Reporting & Insights

TikTok Marketing

- Introduction to video-based social media
- Developing a strategy for business-based content
- Determine your brand image
- TikTok Marketing
- Paid Advertising