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 in Live Online and onsite training is 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 Pages
- 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