Module 1: Introduction to Social Media Marketing
- Understanding the role and impact of social media in marketing
- Overview of major social media platforms and their demographics
- Exploring current trends and developments in social media marketing

Module 2: Social Media Strategy Development
- Defining social media marketing goals and Objectives
- Identifying target audience and creating buyer personas
- Developing a social media strategy and content plan Module

Module 3: Content Creation and Curation
- Creating compelling and engaging social media content
- Strategies for storytelling and visual content
- Curating relevant content from various sources

Module 4: Social Media Advertising
Ad Account Creation and Management
- Setting up social media advertising accounts (e.g., Facebook Ads Manager)
- Managing ad campaigns, budgets, and targeting options
- Introduction to social media advertising platforms (e.g., Facebook Ads, Instagram Ads)
- Creating effective ad campaigns and targeting options
- Monitoring and optimizing ad performance

Module 5: Lead Generation Campaigns
- Creating effective lead-generation campaigns on social media platforms
- Utilizing lead generation forms, landing pages, and lead magnets

Engagements and Community Building
- Developing strategies for engaging with the audience on social media
- Implementing tactics such as contests, polls, and user-generated content

Video Views and Engagement
- Crafting compelling video content for social media platforms
- Optimizing videos for maximum views, engagement, and shareability

App Download Campaigns
- Designing and launching campaigns to drive app downloads
- Utilizing app install ads, deep linking, and app store optimization (ASO) techniques

Module 6: Community Building and Engagement
- Building and nurturing an online community
- Strategies for increasing engagement and interaction
- Responding to comments, messages, and reviews

Module 7: Influencer Marketing
- Understanding influencer marketing and its impact
- Finding and partnering with influencers Managing and measuring influencer campaigns

Module 8: Social Media Analytics and Measurement
- Introduction to social media analytics tools
- Tracking and analyzing key metrics and KPIs
- Using data to measure campaign effectiveness and make data-driven decisions

Module 9: Social Media Crisis Management
- Identifying and addressing social media crises
- Developing crisis communication strategies
- Handling negative feedback and managing reputation

Module 10: Emerging Trends and Future of Social Media Marketing
- Exploring emerging technologies and trends (e.g., AI, AR, chatbots)
- Predicting and adapting to future changes in the social media marketing landscape

Module 11: Promotions for E-commerce Conversions
- Developing effective promotional campaigns to drive sales on e-commerce platforms
- Leveraging social media advertising, retargeting, and discount offers

Website Traffic, Calls, and WhatsApp Messages
- Generating website traffic through social media campaigns
- Driving phone calls and WhatsApp messages for lead generation or customer support

Module 12: WhatsApp Message Campaigns API
- Integrating the WhatsApp Business API for messaging campaigns
- Understanding the capabilities and limitations of the API

Campaigns for Sensitive Categories
- Navigating social media advertising policies and restrictions for sensitive categories
- Developing compliant campaigns for industries like healthcare, finance, or adult content

Briefing and Interpretation
- Creating effective briefs for social media campaigns
- Interpreting campaign metrics, analytics, and performance data

Module 13: Social Media Ethics and Legal Considerations
- Understanding ethical issues in social media marketing
- Compliance with data privacy regulations and guidelines
- Intellectual property and copyright considerations