

C o u r s e F e a t u r e s



Social Media Strategist

(2 day Instructor-Led Course)

Course Overview

This program is designed to educate and train users in the rapidly expanding field of Social Media. This curriculum includes various sections that cover social media strategies to take your business or project to the next level. Learn how to build your campaigns using numerous tools and tactics to increase lead conversions and build brand awareness.

Learn social media marketing best practices and strategies to build your online marketing knowledge and advance your career.

Who Should Attend

This course is perfect for small business owners, entrepreneurs or business professionals.

Prerequisites

This course is designed for the student who has little or no experience.

What You Will Receive

Students will receive an official course manual for post class reference and review. Additionally, students will receive a Class Participation Certificate.

Course Outline: Social Media Strategist (SMS)	
Training Modules	
1. Intro to Social Media	2. Supplemental: Facebook Advertising
3. Creating a Social Media Strategy	4. Microblogging and Twitter
5. Blogging for Business	6. Supplemental: Twitter Advertising
7. Viral Marketing	8. Online Reputation Management
9. Finding and Communicating with Influencers	10. Social Media Measurement
11. Video & YouTube Marketing	12. Supplemental: Social Media Analytics
13. Supplemental: YouTube Advertising	14. Marketing through LinkedIn
15. Social Networking & Facebook	16. Pinterest and Image Marketing