



Ed-Tech
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SOCIAL MEDIA MARKETING

3 MONTHS





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Transforming education
through technology

SOCIAL MEDIA MARKETING



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- Social media marketing
- The most important social media website
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- Tips on using social media in Marketing
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- How to promote using social media
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- Conclusion: The importance of Social Media in marketing

* Introduction and Social Marketing Basics

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- Steps to Getting Started
- What is Social Media Marketing

* Social Media Strategy and Engagement

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* **Social Media websites overview and Dos and Don'ts**

- The Most Important Social Media Websites Explained
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* **Social Analytics and Conclusions**

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- The importance of Social Media in Marketing

* **SOCIAL MEDIA AND SEO, MANAGING SOCIAL MEDIA**

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* **SOCIAL MEDIA BRANDING, ROI AND RELATIONSHIPS**

- About Branding
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- Relationship with customers (B2C)
- Relationship with other businesses (B2B)





What is Social Media marketing?

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. But it's not just about creating business accounts and posting when you feel like it. Social media marketing requires an evolving strategy with measurable goals and includes:

Maintaining and optimizing your profiles.

- Posting pictures, videos, stories, and live videos that represent your brand and attract a relevant audience.
- Responding to comments, shares, and likes and monitoring your reputation.
- Following and engaging with followers, customers, and influencers to build a community around your brand.

Key Points

- Social media has become a key channel for organizations to connect with people and for companies to market and capitalize on their audience.
- The main points for propelling market expansion are rising demand for social media advertising services and

high demand services from digital advertising firms.

Why Social media marketing as a Career?

- Social media has become essential
- Social media is Fairly new
- You have the creative control
- Social media has growth opportunities.

JOB OPPORTUNITIES

- * **Social media Manager**
- * **Content Strategist**
- * **Content Producer**
- * **Digital Marketing Specialist**
- * **Data Analyst**
- * **Social media Analyst**
- * **Brand Manager**



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