

Social Media Marketing COURSE SCHEDULE

Course	#	Topic	Duration	Date	Timings	Mode of Training
Digital Media Strategy, Planning and Budgeting	1	Digital Media Ecosystem Understanding	20 Hrs	1st July 2019	7:00 PM - 9:00 PM	Online
	2	Digital Media Success Stories of 3 Brands				Online
	3	Understanding the business's marketing needs		2nd July 2019	7:00 PM - 9:00 PM	Online
	4	Setting Up Business Aspirational Goal				Online
	5	Customer Profiling				Online
	6	Business Model Validation		3rd July 2019	7:00 PM - 9:00 PM	Online
	7	Digital Marketing Competitor Analysis				Online
	8	Building Magnetic Marketing Funnel				Online
	9	Online Systems to achieve Business Aspirational Goals		8th July 2019	7:00 PM - 9:00 PM	Online
	10	DM Compatible Website and Landing pages Planning				Online
	11	Essential Tracking Codes				Online
	12	Organic and Paid Traffic and Lead Generation Strategies (Google, Facebook, LinkedIn, Quora and Instagram)		9th July 2019	7:00 PM - 9:00 PM	Online
	13	Keyword Research and Social Media Audience Research for Paid Ads		10th July 2019	7:00 PM - 9:00 PM	Online
	14	Content Marketing Strategies to convert Contacts to contracts		15th July 2019	7:00 PM - 9:00 PM	Online
	15	6 Month Content Calendar plan				Online
	16	EMail Marketing Automation Strategies		16th July 2019	7:00 PM - 9:00 PM	Online
	17	Messenger Automation Strategies				Online
	18	Digital Media Strategy Formulation and Digital Media RoadMap		17th July 2019	7:00 - 9:00 PM	Online
	19	Digital Media Budget Forecasting		22nd July 2019	7:00 - 9:00 PM	Online
	20	Digital Media Reporting and Analysis				Online
	21	Introduction to Social Media Marketing		23rd July 2019	7:00 PM - 9:00 PM	Online
	22	Social Media Competitor Analysis				
	23	Content Competitor Anlaysia				
	24	Build Social Media Marketing content Calendar				

Social Media	25	Content Ideation and Creation (Images, Videos and Blogging Content)	16 Hrs			
	26	Facebook For personal branding		24th July 2019	7:00 PM - 9:00 PM	Online
	27	Facebook for Business		29th July 2019	7:00 PM - 9:00 PM	Online
	28	Facebook Organic Activities		30th July 2019	7:00 PM - 9:00 PM	
	29	Facebook and Instagram Ads		5th August 2019	7:00 PM - 9:00 PM	Online
	30			6th August 2019		
	31	Instagram & Twitter for business				
	32	Linkedin for personal branding & business		7th August 2019	7:00 PM - 9:00 PM	
	33	Linkedin Ads		13th August 2019	7:00 PM - 9:00 PM	Online
Email Marketing	34	Introduction	4 Hrs			
	35	Email marketing campaign ideation		14th August 2019	7:00 PM - 9:00 PM	Online
	36	Email copy writing		19th August 2019	7:00 PM - 9:00 PM	Online
	37	Email Marketing Analytics				
		Total Training Hours	40 Hrs			