

**Course Name** : **Social Media Marketing**  
**Duration** : **2 Months**  
**Eligibility** : **10th / +2 / Diploma / Any Degree**

## **Syllabus**

### **Module 1: Digital Marketing Foundations**

- Introduction to Digital Marketing Ecosystem
- Evolution of Traditional to Digital Marketing
- Understanding Websites & Landing Pages
- Basics of Search Engines
- How Search Engines Rank Content
- Customer Journey in Digital Space
- Overview of Digital Marketing Channels

### **Module 2: Content & Social Media Strategy**

- Introduction to Social Media Marketing
- Identifying Target Audience & Buyer Personas
- Content Planning & Content Calendar
- Storytelling for Social Media
- Platform-wise Content Strategy (Visual, Video, Text)
- Brand Positioning on Social Media

### **Module 3: Social Media Platforms**

- Overview of Major Platforms (Facebook, Instagram, LinkedIn, YouTube)
- Setting Up Business Profiles
- Facebook & Instagram Business Manager
- LinkedIn for B2B Marketing

- YouTube Channel Optimization
- Social Media Algorithms Explained

#### **Module 4: Organic Growth Techniques**

- Building Engagement & Community
- Hashtag Strategy & Trends
- User-Generated Content (UGC)
- Social Media Automation Tools
- Content Distribution Strategies

#### **Module 5: Paid Social Media Advertising**

- Introduction to Paid Ads vs Organic Reach
- Ad Objectives & Campaign Planning
- Audience Targeting (Demographics, Interests, Behavior)
- Ad Formats (Carousel, Video, Stories, Reels Ads)
- Budget Planning & Bidding Strategies

#### **Module 6: Local SEO & Online Presence**

- Importance of Local SEO
- Google Business Profile Setup & Optimization
- Local Listings & Citations (NAP Consistency)
- Google Maps Optimization
- Managing Reviews & Ratings
- Local Content Strategy