

# Social Media Marketing Masterclass

## Why Attend

- The Social Media Marketing Masterclass course demonstrates fundamental concepts and advanced techniques in social media marketing to participants, with or without previous experience in the field. Social media platforms covered on this course include Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, YouTube and TikTok. The course will cover campaign building, lead generation and analytics for each of these platforms.
- This is a specialization course that focuses on social media marketing and can be taken as a complement with other digital marketing courses such as “Digital Marketing Practitioner” or “Certified Digital Marketing Specialist”. The course involves a variety of case studies, hands-on demonstrations and exercises to develop the right skills needed to create and implement engaging and effective social media strategies.

## Course Methodology

- This course is highly interactive with group exercises, case studies, and videos utilized as integral tools within the learning.

## Course Objectives

By the end of the course, participants will be able to:

- Understand the value and benefits of social media
- Implement an effective social media marketing campaign
- Understand best practice in content creation, publishing and reporting on various social media channels
- Create and manage successful campaigns on Facebook, Instagram, Twitter, LinkedIn, Snapchat, TikTok and other relevant social media channels
- Understand the rules of engagement and create a community of engaged followers
- Utilize social media analytics to measure and improve performance

## Target Audience

- This course is suitable for digital, sales, marketing and media professionals, webmasters, web developers, key managers and any other professionals, with or without prior social media marketing experience.

## Target Competencies

- Social media marketing
- Advertising
- Post writing and publishing
- Social media analytics

### Social Media Marketing Fundamentals

- Latest social media facts and figures
- The customer's journey online
- The social media conversion funnel
- Branding vs. direct response on social media
- Social media monitoring best practices
- Social media engagement best practices
- How to create and execute a powerful social media strategy

### Deep Dive Facebook Marketing

- Latest Facebook stats
- Facebook posting best practices
- The different types of ad campaigns on Facebook (live demo)
- Custom audiences and remarketing
- Overview of lookalike audiences
- Working with pixels and custom conversions
- Lead generation campaigns and custom landing pages

### Deep Dive Instagram Marketing

- Latest Instagram stats
- Business profiles on Instagram
- Instagram posting best practices
- Advertising natively on Instagram (live demo)
- Advertising on Instagram using the Facebook Ad Manager (live demo)
- Reading and interpreting Instagram analytics
- Conversion tracking, custom and lookalike audiences on Instagram

### Deep Dive Twitter Marketing

- Latest Twitter stats
- Tweeting best practices
- The 8 different ad campaign types on Twitter (live demo)
- Working with Twitter Cards
- Reading and interpreting Twitter campaign reports
- Tailored audiences on Twitter and remarketing
- Conversion tracking on Twitter

## Deep Dive LinkedIn Marketing

- Latest LinkedIn stats
- LinkedIn posting best practices
- The 8 different ad campaign types on LinkedIn (live demo)
- What differentiates the audience targeting on LinkedIn
- Reading and interpreting LinkedIn campaign reports
- Matched and lookalike audiences on LinkedIn
- Conversion tracking on Twitter

## Deep Dive Snapchat Marketing

- Latest Snapchat stats
- Snapchat posting best practices
- The 10 different ad campaign types on Snapchat (live demo)
- Working with Snap Ads
- Working with Collection Ads
- Working with Story Ads
- Working with Augmented reality (AR) lenses, filters and commercials
- Snapchat ad targeting, reporting and optimization

## Deep Dive Pinterest marketing

- Latest Pinterest stats
- Pinterest posting best practices
- The 4 different ad campaign formats on Pinterest (live demo)
- Building your ad target audience on Pinterest
- Reading and interpreting Pinterest campaign reports
- Advanced advertising techniques on Pinterest
- Successful case studies

## Deep Dive YouTube marketing

- Latest YouTube stats
- Video promotion best practices
- The 6 different ad campaign types on YouTube (live demo)
- TrueView, Skippable and Bumper Ads
- Building your YouTube target audience
- Reading and interpreting YT video campaign reports
- Custom and lookalike audiences on YouTube

## Deep Dive TikTok marketing

- Latest TikTok stats
- TikTok posting best practices
- How to grow your TikTok account