

# SMM COURSE OUTLINE

## INTRODUCTION

- Social Media Marketing Introduction
- Why SMM is Important
- Top Social Media Sites

## TOP SOCIAL MEDIA SITES

- Facebook
- Twitter
- Instagram
- LinkedIn
- Pinterest
- Google Plus

## FACEBOOK

- Why Facebook For your business
- Create & Complete Facebook Profile
- Posting On Facebook Profile
- Create & Post in Facebook Groups
- Create & Manage Facebook Page
- Facebook Page Username & URL
- Monetize your Facebook Page
- Exploring Publishing Tools
- Scheduling Post
- Facebook Call to Action Button
- Spy your Competitors on Facebook
- Exploring Facebook Insight
- Promoting Your Facebook Page
- Free Image Sources
- Clickable Facebook Post
- Facebook Ads & Ads Manager
- Payment account for Ads
- Ad Post for Targeted Audience
- Facebook Retargeting
- Create a Facebook Pixel
- Install Pixel in WP Or other sites
- Facebook Pixel Advanced Audience
- Reach People around your business

## TWITTER

- Profile Creation & User Name
- Twitter Profile Page Creation
- Add Logo & Header photo
- Twitter Bio & pin
- Twitter Hashtags & Adding Website
- Twitter Widgets to Your Website
- Create Ads & Payment Method
- Promote your Tweet

## INSTAGRAM

- Create Complete Instagram Profile
- Ads Manager & First Instagram Ad
- Creating Your Instagram Ad inside the App
- Tools to Create Viral Instagram Photos
- Instagram Live Video

## LINKEDIN

- Introduction & Setting
- Completing Your Profile
- Change URL & Add Website
- Create & manage LinkedIn Page
- Publishing Content
- Getting \$50 Bonus in Ads Credit
- Create LinkedIn Sponsored Content Ad
- LinkedIn Ad Approval Process
- Create Text Ad & Sponsored In Mail Campaign
- View of the Campaign Manager

## PINTEREST

- Introduction & Setting
- Verify Account & Optimize Profile
- Linking with Social Media & Website
- Add Chrome Extension
- Creating Public & Secret Boards
- Ads Panel Overview & Ad Creation
- Ads Manager Guide & Analytics

## GOOGLE PLUS

- Introduction & Profile Completion
- Page Creation & Adding Website
- Add Post & Contact Information

## SOCIAL MEDIA LIVE STREAMING

- Using different Social Media Streaming
- Basic Equipment
- Share Live Session

SOCIAL  
MEDIA  
MARKETING

PIDM