

Course Content

Module 1

Session 1: Basics of Social Media

- Understanding the knowledge of participants on Social Media
- Understanding Social Media Marketing using Piggy Banking Theory
- Understanding Different Social Media Channels and How can it Benefit on the Whole - Pinterest | Google+ | Slideshare | YouTube | Blog | LinkedIn | Twitter | Facebook | Foursquare | Instagram
- Understanding difference between 'Social Publishing and Social Networking Tool.
- Tools that suits best for B2B and B2C.
- 3 Important Steps Involved in Strategic Social Media Marketing
- 5 Reasons Why Social Media Is Growing in India
- Setting Objectives on Social Media
- Understanding of Social Media Business Ecosystem - How can you fit Social Media from different business perspective - Lead Generation, Branding, Recruitment, Public Relations, Innovation in Marketing and more.
- Case Studies on Best PR Campaigns on Social Media
- Understanding the Importance of Influencers 1 – 9 – 90 Rule of Social Media
- Global and National facts of Social Media

Session 2: Introduction to Facebook Marketing - Redefining Your Marketing Skills

- Where is Facebook heading towards?
- Paradigm Shift: from Google to Facebook to Google+
- Understanding the Facebook Business Nomenclature – The business world on Facebook beyond profile.

Session 3: Establishing Your Facebook Presence

- Practical Hands on "How to create Successful business Page on Facebook"
- How to customize Tabs on Facebook Page
- On-Gate & Off-Gate welcome practices on Facebook.
- How to integrate your Blog, Twitter, Pinterest, YouTube channel with Facebook Business Page.
- How to add a lead generation form on your Facebook Business page to attract information from prospects.
- Do's and Don'ts of Facebook Business Page creation practices.

- Explore ways to promote your Facebook Fan Page – (Advertisements, Suggest Friends, Promote the links, Upload Contacts, Press Release, Integrating it with Traditional Marketing, Experiential Marketing)

Module 2

Session 4: Facebook Advertising – How to Generate Leads Using Facebook Advertisements

- How is Facebook Advertisement different from other Form of Advertising
- Setting Objectives for Facebook Advertisement – Driving Traffic / Increase Page Likes / Increasing Engagement / Promoting Event & more..
- Practical Hands on "How to create Ads for your brand"
- How to define your Target Audience on Facebook
- How to create a Facebook advertisement
- Importance of right choice of image for advertisements.
- Importance of value based and call to action – 90 characteristics content
- Different between CPC and CPM and Optimized Facebook Ads bidding model.
- Exploring Facebook Advertisements Dashboard.
- Using Facebook Power Tool for Advertisements to advertise on the Feed wall & mobile Facebook users.
- Difference between Sponsored Stories and Targeted Ads.
- **Facebook Ads for Retargeting:** How to reach out to Facebook Audience using Email Addresses (to the existing database your company already owes or to the lead generated via Facebook Ads)
- **Facebook Ads for Lead Generation:** How to evaluate the conversions happening through Facebook Ads.
- Do's and Don'ts of Facebook Advertising.

Session 5: Importance of Content and Varieties of Content

- 25 to 50 different ways to engage audience on Facebook Marketing with Case Studies
- Importance of Crowdsourcing on Facebook.
- Practical hands on creating engagement
- Best and Worst practices of Facebook engagement.
- Learn how to engage your community in order to make your brand go viral
- Thinking of Facebook Extravaganzas – contests, applications based marketing.
- Case Studies of awesome practices.
- Understanding 20% Text Rule.
- Understanding Boost Post.
- Rules & Regulations for Boost Post.

Module 3

Session 6: Feedback Management

- How to deal with Negative complaints on Facebook
- Importance of being quick on response
- Case Studies on Poorly Managed Online Reputation

Session 7: Further Discussion on Facebook Products

- Facebook Offers
- Facebook Page Post Promotion
- How to make use of influencers' profile to reach out to target audience
- Facebook Open Graph
- Integrating Facebook with website / blog

Session 8: Facebook Insights

- Understanding what your community enjoys on Facebook page.
- Understanding the demographic of the community members
- How to make a Report of each and every update made on Facebook.

Module 4

Session 9: Twitter, Influencer Relationship & Tapping Bloggers

- 5 Ways to make your twitter profile credible to increase visibility.
- How to find out your target audience using: email, discover, keywords and lists.
- How to identify your influencers and target audience using a third party tool.
- Making relationship with Twitter Influencers – How does it matter.
- How to tweet to your target audience – Twitter Jargons
- Be a Social Media Journalist
- Creating a Hashtag – Conversation to Begin!
- Promoting a hashtag.
 - Through tapping in influencers.
 - Through tapping in bloggers.
 - Through tapping in contest players.

- Through tapping in tweeters.
- Offline means of promoting a Twitter hashtag contest.
- Promoting through other means.
- How to integrate a third party tool to schedule your tweets.

Session 10: Listening and Engaging on Twitter

- Setting up the third party tool to schedule tweets for the hashtag created.
- Listening people on Twitter
 - Brand based.
 - Need based.
 - Problem based.
 - Occasional based.
 - Generic – relevant to the brand,
 - Opportunity based.
- Group task – ideating keywords.
- Best way to deal with a Tweet – Listen + Engage + Offer
- How to use twitter for the event inside your company?
- Why Twitter Trend Matters?
- How to make a Hashtag trend? | Is there any mantra?
- Case Study: Tweet your way to success
- Case Study: Unsuccessful Twitter Marketing Strategy
- Exploring Tweetreach.com, klout.com, twitvite.com, eventifier.com, Topsy.com

Module 5

Session 11: LinkedIn and your Professional Brand

- LinkedIn Past and Present Scenario
- How LinkedIn is becoming the most important Recruitment Tool.
- Tips to make your LinkedIn profile attractive for your professional branding
- Tips to incorporate relevant keywords to your profession on your profile to increase visibility (on LinkedIn People Search Engine)
- How to use a single LinkedIn profile for different official email Ids
- Understanding LinkedIn Groups
- Visiting Card Act (Carry your visiting cards along)

- Understanding Contacts.LinkedIn.Com
- Best practices.

Session 12: LinkedIn for Your Business

- Why is LinkedIn a very important Social Media Marketing tool.
- Tips to create a LinkedIn company page.
- Complete your LinkedIn company page.
- 5 Must Have creatives on LinkedIn Company Pages: Page banner, careers page banner and services section (3 clickable banners)
- Engaging your audience on LinkedIn Company Pages – Best Practices.
- How LinkedIn advertisements can be the best way to target Professionals
- Defining your audience for LinkedIn Advertisements
- Creating LinkedIn Advertisements
- Bidding for LinkedIn Advertisements
- How to use LinkedIn Jobs (for Job search and for recruitment)
- Best & worst practices.

Session 13: Google+ Marketing for Business

- How will Google+ change the way your website get listed on Search Engines.
- The growing fact of Google+
- How to grow your Google+ Circles
- How to use Google+ for Basic SEO
- Integrate Google+ with your website and blog
- Learn how to create Google+ Page
- Google+ Hangout, Google+ Hangout Air, Google+ Events and more
- How Google+ is an important tool for your Business.
- What kind of content works well on Google+
- How to take support from Google+ coordinator.
- Best practices.

Session 14: Discussion On:

- Pinterest.com, Instagram.com, Quora.com, Foursquare.