



# Social Media Marketing

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**Duration: 2 Months**

## Course Overview:

The **Social Media Marketing (SMM)** course by **Bright Mentors** is a comprehensive, hands-on training program designed to equip you with the strategies, tools, and techniques to promote brands effectively on social media platforms. You will learn how to **create high-converting campaigns**, engage audiences, and measure.

Whether you're a business **ROI using platforms like Facebook, Instagram, LinkedIn, YouTube, and more** owner, freelancer, student, or marketing professional, this course will give you the skills to grow a brand's presence, run **successful paid campaigns**, and master the **digital customer journey**.

## What You'll Learn

- ◆ Understand the fundamentals of Social Media Marketing
- ◆ Develop content strategies tailored to different platforms
- ◆ Create and manage ad campaigns on **Facebook, Instagram & LinkedIn**
- ◆ Use tools like **Meta Business Suite, Canva, and Hootsuite**
- ◆ Build **brand visibility** through organic and paid methods
- ◆ Analyze performance using platform-specific analytics
- ◆ Run real-time campaigns and manage live projects
- ◆ Prepare for roles such as Social Media Manager, Digital Marketing Executive, or Freelance Strategist



# Course Modules: -

## **Module 1: Introduction to Social Media Marketing**

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- ✓ What is SMM?
- ✓ Importance in today's digital world
- ✓ Overview of major platforms (Facebook, Instagram, LinkedIn)

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

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- ✓ Target audience identification
- ✓ Content planning and post formats
- ✓ Hashtags and trend analysis
- ✓ Social media calendar creation

## **Module 3: Visual Content Creation**

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- ✓ Designing creatives using Canva
- ✓ Creating branded stories, reels, and carousels
- ✓ Tools for video editing and captioning

## **Module 4: Paid Advertising Campaigns**

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- ✓ Introduction to Facebook Ads Manager
- ✓ Ad types, objectives, audience targeting
- ✓ Budgeting, bidding, and A/B testing
- ✓ LinkedIn and YouTube ads basics

## **Module 5: Engagement & Growth Techniques**

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- ✓ Community building strategies
- ✓ Organic reach boosting tactics
- ✓ Handling comments, DMs, and reviews
- ✓ Influencer collaboration and UGC

## **Module 6: Social Media Tools & Analytics**

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- ✓ Using Buffer, Hootsuite, Later for scheduling
- ✓ Interpreting analytics for Facebook, Instagram, and LinkedIn
- ✓ Creating performance reports and insights dashboards

## **Module 7: Project Work & Campaign Management**

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- ✓ Executing a real-time campaign
- ✓ Case studies and competitor analysis
- ✓ Report generation and client pitch preparation

# Learning Management System

## Key Features **Learning Management System**



### **Live Sessions with Class Recordings**

Gain access to interactive live training sessions along with recorded classes to reinforce learning at your own pace.



### **Expert-Led Training Sessions**

Learn from industry experts through structured training sessions designed to enhance your skills and practical knowledge.



### **Earn Your Training Certificate**

Receive an official training certification upon successful course completion to validate your learning and expertise.



### **Experience Certificate for Professionals**

Get an experience certificate based on your hands-on project work and practical assessments.

