

# Social Media Marketing & Advertising Course

 **Duration**  
15 Days

 **Eligibility**  
Minimum: 10th

 **Fees**  
₹5,000

## Module 1: Introduction to Social Media Marketing

- What is Social Media Marketing
- Platforms Overview (Instagram, Facebook, LinkedIn, YouTube)
- Business vs Personal Accounts
- Current Trends & Case Studies

## Module 2: Instagram Marketing

- Instagram Profile Optimization
- Content Types (Post, Reel, Story, Carousel)
- Reel Algorithm & Growth Strategy
- Hashtags & Reach Increase Techniques

## Module 3: Facebook Marketing)

- Facebook Page Creation & Optimization
- Content Strategy for Facebook
- Organic Reach & Engagement Tips
- Facebook Group Marketing Basics

## Module 4: LinkedIn Marketing

- LinkedIn Profile & Page Optimization
- Personal Branding on LinkedIn
- B2B Lead Generation Strategy
- Content & Connection Growth Tips

## Module 5: Content Creation & Planning

- Content Calendar Creation
- Caption Writing Framework
- Hashtag & Engagement Strategy
- Free Tools for Content Design (Canva)

## Module 6: Meta Ads (Facebook + Instagram) – Basics

- Ads Manager Setup
- Campaign Objectives Explained
- Ad Set & Ad Structure
- Budget & Bidding Basics

## Module 7: Meta Ads – Advanced

- Targeting & Custom Audiences
- Pixel Setup & Tracking
- Lead Generation Ads
- Analytics & Ad Optimization

## Module 8: YouTube Marketing

- YouTube Channel Setup
- YouTube SEO (Title, Description, Tags)
- Shorts Strategy for Fast Growth
- Monetization Rules

## Module 9: Video Editing & AI Tools

- Video Editing with Canva
- Reel & Shorts Editing
- AI Tools for Content Ideas
- AI Caption, Hashtag & Creative Generation

## Module 10: Analytics, Freelancing & Career

- Social Media Analytics & Insights
- Performance Reporting
- Freelancing Platforms Overview
- Client Pitching & Pricing
- Career & Business Growth Roadmap