

Module 2: Social Media Marketing Essentials

Course Outline:

- Role of Social Media in Modern Marketing
- Understanding Platform Algorithms
- Building a Social Media Strategy
- Creating Engaging Visual and Written Content\]
- Community Management and Customer Interaction
- Social Media Advertising (Meta, LinkedIn, TikTok Ads)
- Tools for Analytics and Campaign Measurement

Learning Outcomes:

- Understand how different social media platforms function.
- Develop strategic, targeted social media campaigns.
- Use analytics tools to measure engagement and ROI.
- Apply creative techniques to enhance brand visibility and loyalty.