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# SOCIAL MEDIA MARKETER

Diploma Outline

75+ Hours

## 01-SOCIAL MEDIA STRATEGY AND ANALYSIS TRACK

### Introduction

- What's Digital Marketing?
- Difference between Tradition and Digital Marketing
- Digital Marketing fields and Components
- Intro to Social Media Marketing
- Intro to Content Marketing
- Intro to SEO
- Intro to Google Ads
- Intro to Email Marketing
- Digital Marketing and Social Media in Arab World

### Analysis

- What is Situation and Competitor Analysis
- Why we need SWOT Analysis
- Social Media Profile Analysis
- Engagement Analysis
- Community Management Analysis
- How to make Recommendations

### Strategy and Planing

- Define Goal and Objectives
- How to create Buyer Personas for your Business
- How to create a Brand Persona
- Define the adequate Tone of Voice
- Define the right Platform
- How to create a Content Strategy
- Prepare your monthly Content Calendar

### Social Media Strategy and Analysis

- Social media Monitoring
- Social Media Listening
- Crisis Management
- Platforms Algorithm

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## 02-CONTENT CREATION

### Foundations

- What is Content?
- History of Content Creation
- Content: Formats, Types, Platforms
- Content Writing Vs. Content Creation
- Copywriting Vs. Content Marketing
- Popular Mistakes in Content Writing
- Content Marketing Funnel

### Content Strategy & Planning

- Content Goals and Objectives
- Audience Research & Buyer Persona Profile
- Core Message & Tone of Voice
- Content Ideation
- Content Themes & Pillars
- Content Types & Channels
- Content Calendar

### Content Creation

- Campaign Concept
- Slogan / Tagline
- Formulas for Writing Headlines
- Formulas for Writing Copies
- Refining Content & Proofreading
- Using AI in Content Creation

### Content Analysis

- Monitoring the Content Performance
- Making Data-Driven Decisions

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## 03-SOCIAL MEDIA ADS

### Digital Advertising Introduction

- Understanding the Media Buying Process
- Bringing Targeted Traffic
- Converting Traffic into Leads, Types of Conversion, Understanding ConversionProcess
- Tools Needed

### SOCIAL MEDIA MARKETING

#### Facebook and Instagram

- Understanding Facebook Advertising
- Creating Facebook Page
- Types of Facebook Advertising
- Best Practices for Facebook Advertising
- Understanding Facebook Best Practices
- Targeting in Ad Campaign
- Payment Module- CPC vs CPM vs CPA
- Setting up Conversion Tracking
- Using the Power Editor Tool for Advertising
- Tips & Tricks

#### Linkedin

- Company Profile vs Individual Profiles
- Linkedin Advertising & its Best Practices
- Increasing ROI from LinkedIn Ads
- Linkedin publishing & Company pages
- Advertising on LinkedIn Tips & Tricks

#### X and Snapchat

- Ads on X & Snapchat
- Creating Campaigns
- Types of Ads
- Video Marketing
- Understanding Video Campaign
- Importance of Video Ads
- Conversions on Snapchat

#### Tiktok

- Introduction of Tiktok Ads
- Tiktok Campaigns
- How to Create Ads
- Remarketing in Tiktok

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## 04-AGENCY CREATIVE BRIEF

### Agency Creative Brief

- Why we need a Creative Brief
- Understanding the Creative Brief
- How to ask the Right Questions
- Creative Brief Components
- Proposal Definition
- How to make a Professional Proposal