




Social Media Marketing (SMM) Outline



About Uskills



Digital marketing is now the requirement for every business and marketing professional. If you ignore digital marketing today, your competitors are going to take full advantage of it and can easily take you out. Learning digital marketing means increase in your sales, profits, traffic and brand awareness.

USKILLS brings the most advanced digital marketing course where you can learn from easy and highly interactive instructor-led.

COURSE MODULES



01

MODULE

- Class-1
- Class-2
- Class-3
- Class-4
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01

MODULE
INTRODUCTION



INTRODUCTION

- What is social media?
- Understanding the social media marketing concepts
- How social media marketing is different?
- What is the single most important concept about social media marketing?

The logo for 'uskills' features a stylized red 'u' with a white outline, followed by the word 'skills' in a bold, black, lowercase sans-serif font.



INTRODUCTION



- How to create Your Brand Story
- Define Your Goals
- Develop Audience Personas
- Create a Journey Map for social media Identify Key Channels
- Develop a Content Strategy



INTRODUCTION



- Draft a Content Calendar
- Plan Your Resources
- Simply Measure



Content Creation:

Creating a perfect content marketing plan:

- Align
- Publishing content
- Branding
- Direction
- Support

Types of content on social media



Facebook Algorithm -



- How To Craft The Perfect Product Listing To Crush Your Competitors
- Strategic Keyword Research For Top Rankings
- How To Create The Best Product Title
- How To Create A Compelling Product Description
- Product Images That Attract And Convert
- How To Choose The Right Product sale Price
- Creating Your Complete Listing

Learning about optimization

- How to Pay to Play
- How to Share thumb stopping content
- How to Use video & native content
- How to Encourage engagement using unique ways
- How to Post on trending topics



Facebook Business Manager

- How to properly use and manage Facebook business manager

Strategy Creation

- How to generate Ideas
- How to create a Flow
- Which Channels to use o How to do Budgeting
- How to do Profiling - Interests o How to create a backup Plan
- Approval

Facebook Marketing

Facebook marketing (Both Organic and Paid ads)

- Understanding Facebook Marketing
 - Practical Exercise
 - Creating a page
 - Adding contacts
 - Posting on the wall

Best practices for posting

- Practical Exercise
 - Creating a Facebook advertisement
 - Understanding Power editor
 - Difference between boosting a post and running a PPE advertisement
 - Adding a Credit card for billing and understanding billing

Facebook Marketing

- Best practices for posting
 - Practical Exercise
 - Learning every objective of Facebook advertisement
 - Setting budget
 - Targeting audience
 - Using audience insights

Retargeting/Remarketing

- How to properly use re-targeting
- Learning custom audiences
- How to create sequences
- How to properly use retargeting for your business
- How to work with Facebook Pixels
- How to use Facebook pixels to maximize sales and conversions
- How to make Facebook Pixels strong so they work in your favour
- Running paid advertisements on other major social media networks

Other Social Media Networks

- Running paid advertisements on other major social media networks
 - Twitter
 - Both paid advertising and organic marketing
 - LinkedIn
 - Both paid advertising and organic marketing

03

MODULE

Wordpress Ecommerce store

Creation



CREATING A STORE ON Wordpress

- Setting Up An Ecommerce Store On Wordpress
- Understanding The Design And Functionality Of Ecommerce Stores
- Customizing The Store To Reflect The Brand And Improve Customer Experience

Installing & Configuring WooCommerce

- Installing WordPress and WooCommerce and Configuring basic settings for the store.
- Choosing a WooCommerce-compatible theme and Customizing the theme to match your brand.
- Choosing a WooCommerce-compatible theme and Customizing the theme to match your brand.
- Implementing SEO strategies for better visibility.
- Setting up promotions, discounts, and email marketing.
- Implementing SEO strategies for better visibility.

04

MODULE

Facebook Marketplace & Ads



Facebook Marketplace?

- What is Facebook Marketplace?
- Who should sell on Facebook Marketplace?
- Where to source products to sell on Facebook
- How to list your items
- How to communicate with buyers
- How to handle a local sale
- Advanced selling tips for Facebook Marketplace

Facebook Ads?

- Introduction To Facebook Ads
- Practical Configuration Of Facebook Business
- Walkthrough Of Complete Facebook Business Manager
- Importance And Understanding Of Ads And Campaigns
- Understanding Facebook Campaign Marketing Objectives
- Basic SEO Optimization Of Your Store
- Introduction To Editing The Ad Set Level In Detail, From Targeting To Placements To Budget
- How To Decide Your Audience

Facebook Ads?

- How To Connect With New Audiences And Lower Your Ad Costs Via Facebook Ads
- Understanding Sales Funnel—Lead Generation, Retargeting, Conversion, Dynamic Ads (For E-Commerce) And Practical Tracking Strategies
- How To Optimize And Set Your Personalized Marketing Goals
- Facebook Pixels And Optimize Pixels For Conversions
- Understanding To Create Mobile Ads And Optimize Campaign Efforts
- Strategies To Track Your Performance

05

MODULE

Freelancing and Client Hunting



Fiverr Freelancing

- **Introduction to Fiverr:** Overview, benefits, and account setup.
- **Profile Optimization:** Professional photo, bio, education, and skills.
- **Creating Gigs:** Titles, categories, descriptions, pricing, and extras.
- **SEO and Thumbnails:** Keywords, tags, gig descriptions, and visual appeal.
- **Order Management:** Prompt responses, order tracking, and revisions.



Fiverr Freelancing

- **Customer Service:** Effective communication and maintaining standards.
- **Marketing:** Promoting gigs via social media and networking.
- **Review and Improvement:** Gathering feedback, analyzing performance, and updating gigs.



Course Details

Weekdays: **4.30PM to 6.30PM & 10:00AM to 12:00PM**

Duration: 2.5 months

Classes per week: 2 Days





Course Fee
18000PKR





Registration

Get Enrolled: <https://uskills.pk/get-enrolled/>



USKILLS



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