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

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01 MODULE

- Class-1
- Class-2
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02 MODULE

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04 MODULE

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01
MODULE
INTRODUCTION

INTRODUCTION

- What is social media?
- Understanding the social media marketing concepts
- Types of social media platforms
- Organic vs Paid Marketing
- Social Media Ecosystem: How It Works and Why It's Important



Facebook Marketing(Basic to Advanced)

- Facebook for Business overview and page creation.
- Complete page info setup.
- Page optimization for better reach.
- Using Insights, tools, and integrations.
- Growth, security, management, and practical practice

02
MODULE
CONTENT CREATION & PLANNING

Facebook Content Creation

- How Understanding Facebook as a content platform
- How Facebook algorithm works
- Content types (Posts, Stories, Reels, Live, Groups)

Content Strategy & Planning

- Identify target audience and set content goals.
- Define content pillars: education, entertainment, promotion, trust.
- Analyze competitors and research keywords, hashtags, and trends.
- Plan monthly and weekly content calendars.
- Create content categories (videos, images, reels, quotes.)

Social Media Copywriting

- Writing attention-grabbing captions
- CTA writing (Shop Now, Learn More, Message Us)
- Emotional vs. informational style
- Storytelling techniques
- Do's & Don'ts of Facebook caption writing

Designing Visual Content

- Design branded images and posts using Canva.
- Script, film, and edit videos.
- Add text, music, and transitions.
- Create engaging reels and interactive stories.
- Plan story highlights and posting schedule.

Tools for Content Creation

- Design Canva
- CapCut
- Meta Business Suite
- Facebook Creator Studio
- AI content tools for ideas & captions

Analytics & Performance Tracking

- Understanding Facebook Insights
- Tracking reach, engagement & video performance
- Identifying top-performing content
- Improving content based on analytics

03

Meta Advertising

INTRODUCTION & ACCOUNT SETUP

Introduction to Meta Advertising

- What are Facebook & Instagram Ads?
- Why businesses use Meta Ads
- Difference between organic reach vs paid reach
- Facebook Ads ecosystem overview

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Setting Up the Foundation

- Set up Business Manager with security and roles.
- Create ad accounts and add payment methods.
- Set billing and spending limits.
- Optimize your Facebook Page.
- Connect Instagram and assign assets properly

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Meta Ads Manager Dashboard

- Overview of Ads Manager
- Campaign, Ad Set, Ad structure explained
- Columns, breakdowns, reports
- Understanding metrics (CPC, CTR, ROAS, CPM etc.)
- Saving report templates

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Facebook Pixel & Tracking

- What is meta pixel?
- How pixel works
- Installing pixel on WordPress, Shopify, Custom website
- Conversions API (CAPI) setup overview
- Custom events vs standard events
- Testing pixel using Event Manager
- Tracking purchases, leads, add-to-cart etc.

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Audience Creation

- Core targeting: demographics, interests, behaviors.
- Custom audiences from website visitors.
- Engagement-based audiences.
- Customer list audiences.
- Create and scale lookalike audiences.

Campaign Objectives (Deep Explanation)

- Awareness Campaigns (Brand Awareness, Reach)
- Consideration Campaigns (Traffic, Engagement, Video Views, Leads, Messages)
- Conversion Campaigns (Sales, Leads, Add to Cart, Purchase)
- When to use which objective
- Best campaign objective for e-commerce, services, real estate, local shops

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Ad Set Level Optimization

- Audience selection
- Placement selection (Automatic vs Manual)
- Budgeting strategies (Daily vs Lifetime)
- Bidding strategies (Lowest cost, Cost cap, Bid cap)
- Scheduling ads
- Geo-targeting (Radius targeting)
- Frequency control
- Linking WhatsApp with ads

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Ad Creative Mastery

- Use different ad formats: image, video, carousel, collection, reels, and stories.
- Design high-performing creatives using Canva.
- Follow ideal image and video size guidelines.
- Maintain brand colors, fonts, and visual identity.
- Write strong ad copy with clear headlines and CTAs.

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Facebook & Instagram Shop Setup

- Adding products
- Catalog creation with Commerce Manager
- Adding product tags in posts & ads
- Dynamic product ads

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Running Your First Ad Campaign

- Step-by-step campaign creation
- Setting objective, audience, placements
- Uploading creatives
- Adding tracking
- Publishing campaign

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Optimization & Scaling/Retargeting & Funnel Strategy

- Campaign setup: objective, audience, placements, creatives, tracking.
- Read campaign data & key metrics.
- Improve low CTR & reduce high CPM.
- Run A/B tests for creatives & audiences.
- Scale budgets smartly (vertical & horizontal).
- Use retargeting & measure ROAS.

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Policy & Compliance

- Facebook Ads Policies
- Avoiding ad disapproval
- Avoiding account bans
- Copyright rules
- Best practices for compliance

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Reporting, Analytics & Final Project

- Creating professional monthly ad reports
- Understanding Insights
- Preparing client reports
- Final course project: Run a real campaign
- Review & certification

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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.

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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.

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Course Features & Details:

- 25 detailed lecture videos (1–1.5 hr each) + access to recordings
- Instructor notes & course resources included
- 10 assignments, 5 practical projects
- 1 final test & 1 Final project
- Checklists & templates (campaign, pixel, optimization, reports, ad copy, creative brief)
- Lifetime access to all materials

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Course Details

Weekdays: **4.30PM to 6.30PM** & **10:00AM to 12:00PM**
Duration: 2.5 months
Classes per week: 2 Days

Course Fee

25000PKR

Registration

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

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