



+ 91 9895490866



join@nestsoft.com, Infopark, Kerala.

Syllabus - Social Media Marketing Training

Section 1 : Introduction

- Course Overview
- Social media fundamental
- Overview Best Social Media Platform
- Social Media Optimization
- Social Media Needs Small Business
- Audience, engagement and reach
- News Feed, Timeline, Post
- Social Media Newsfeed Algorithm

Section 2 : Facebook Marketing

- Facebook Ads
- Facebook Marketing Object
- How to find an audience
- How to create a campaign
- Cost per click
- Remarketing
- Conversion tracking
- Facebook Editor
- Track paid user
- Reporting

Section 3 : Twitter Marketing

- Review of Twitter Ads
- Twitter Ads Account Configuration
- Types of ads
- Create a campaign
- Favorite audiences
- Custom audiences
- Remarketing audiences

- Ads by followers
- Engagement ads
- Website clicks and conversion ads
- App Installation and Engagement Ads
- Leads to advertising
- Video ads
- Reporting

Section 4 : LinkedIn Optimization

- Overview
- LinkedIn audiences
- LinkedIn Profile
- LinkedIn Page
- How to Fill Business Information Effectively
- Page roll
- LinkedIn News Feed
- Display the page
- LinkedIn Pulse
- How effectively do you add your update?
- Share update
- Communities
- Insight

Section 5 : YouTube Optimization and Marketing

- How to create a business channel
- How to Set the Timeline Effectively
- Youtube Editor
- How to upload videos
- Website cards
- Interpretation
- How to increase video views
- YouTube monetization
- Types of ads
- Who can I target?
- How to measure results

Section 6 : Instagram Optimization

- Overview
- How To Create Instagram For Business
- Update your business information
- The audience

- How to post your update
- News Feed
- Facebook vs Instagram
- Tags
- How to add post from desktop
- Insight
- Instagram ads

Training Fees / Duration (Rs. 2,500/- Onwards)

- Internship for BTech, MTech, MCA, BCA, Bsc, B.Com, M.Com, MBA Students
- Duration: 1 Week to 6 Months
- Internship Training on real projects
- Training / Internship by Experienced Professionals
- Online / Live / Direct Classes

Our Unique Features

- Training by 3 to 18+ Years of Industry Experts
- 500+ More Projects / Clients
- 1000+ Success Stories
- Placement Assistance with our own Job Portal (jobsNEAR.in)
- Advanced level Training
- Individual Attention
- #1 Online Live Training in Kerala, Since 2001
- Completed 500+ Seminars
- Completed Seminar 25000+ Students
- Internship on Real Time Projects
- Kerala's first online live training institute

