

Introduction of Social Media Marketing

September 10 – 11, 2024

PIM, Karachi

Rs. 31,000/=

Course Description

Unlocking Success in Social Media Marketing

Welcome to the gateway of opportunity! Dive into the vibrant realm of social media marketing and unleash your potential for success. Are you ready to revolutionize your online presence? Discover the secrets to skyrocketing your brand's visibility and engagement. In this dynamic course, embark on a journey through the evolution of social media marketing. From its intriguing history to the multitude of channels available today, you'll explore the vast landscape of digital connectivity.

Join me on this adventure of self-discovery and empowerment. Let's redefine the way you engage with your audience—naturally, authentically, and without the need for a hard sell.

LEARNING OUTCOMES

- Understand the landscape of traditional, digital, and social media marketing
- Define SMART goals and identify KPIs
- Define your target audience and their customer journey.
- Create a brand, tone, and voice for a social media presence
- Manage a content calendar for a social media presence
- Evaluate the performance of content on social media and how to iterate on that performance
- Create a brand using the EPIC brand framework
- Walk through with real life examples on nuts and bolts of Social media marketing tools and KPIs interpretations.
- Craft compelling and effective visuals and copy for social media ads.
- Learn how to collaborate effectively with others in the team through creative briefs
- Write a creative brief and create a social media ad
- Understand how the Facebook ad auction works
- Set up an Ad Account and understand the basic navigation of Ads Manager
- Align your marketing goals with the campaign objectives in Ads Manager
- Determine and set your campaign budget and apply different bid strategies.
- Get a basic understanding for A/B tests and the Facebook Pixel
- Understand and create Core, Custom and Lookalike audiences in Ads Manager
- Determine Your Campaign Objective and Budget
- Select Your Audience, Placements and Schedule
- Get familiar with ad placements and optimization and spending controls
- Schedule your ad sets and estimate audience reach
- Choose an ad format and create an ad in Ads Manager step by step
- Understand and analyze your campaign performance
- Build a full campaign in Facebook Ads Manager
- Define and calculate common marketing metrics: ROAS, ROI, Cost per Result, LTV

COURSE CONTENTS:

- The Social Media Landscape
- Understand Your Audience
- Establish Your Presence
- Social Media Content Management
- Evaluate Your Efforts
- Getting Started with Advertising on Facebook and Instagram
- Create a Creative Brief for your Social Media Ad
- First Steps in Facebook Ads Manager
- Determine Your Campaign Objective and Budget
- Select Your Audience, Placements and Schedule
- Create Your Ads and Evaluate Your Campaign Results
- Build a Full Campaign in Facebook Ads Manager
- Evaluate Your Marketing Results Against Goals
- Measure Your Advertising Effectiveness
- Understand experiments and how they can help measure advertising effectiveness
- Optimize Your Ad Campaigns
- Communicate Your Marketing Results

TARGET AUDIENCE:

Members of Marketing team of any organization tasked with managing social media channels or members of an established social media management team seeking to enhance or improve their online presence and harness the power of social media arena.

FOR DETAILS AND REGISTRATION

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