

# ***SOCIAL MEDIA MARKETING***

Stech Skill And Development Associate with

The National Institute for Entrepreneurship and  
Small Business Development

(Under Ministry of Skill Development & Entrepreneurship , Government of India)

## **Entrepreneurship Development Programme**

**on**

## **Social Media Marketing Professional**

**Date : 01 & 02 July 2017,**

**Time :10:00 AM to 5:00 PM**

**Contact : 9999786424, 8218729672  
9810366618,9716433086**

***KICK START YOUR BUSINESS RIGHT AWAY***

## *Advantages of Learning SMM*



*Viral Marketing*

*Brand Awareness*

*How to Reach a targeted customer*

*Marketing strategy at low cost.*

*Provide multiple marketing platforms*



***So, Learn Social Media Marketing & Digital Marketing to become successful entrepreneur today.***

# The Power of Social Media

## Social Media Marketing & Digital Marketing

### What is Social Media?

- Importance of Social Media
- What is Social Media Marketing?
- How to earn from Social Media Marketing?
- How to Set up your own 'Social Media Marketing' Business ?

### Learn You Tube

- What is you tube Marketing?
- How to Set up your you tube channel?
- How to Earn from you tube?
- VIDEO MARKETING
- Ranking Factors of a Video
- Increase Subscribers and Views
- Increase Video Views
- Advantages of Video Ads
- promote Your Video Ads

### Learn Facebook

- What is Facebook Marketing?
- How to Earn from Facebook Marketing?
- Facebook Profiles
- Grow Your Business with Facebook
- Latest Facebook Trends

### Learn TWITTER

- What is Twitter Marketing?
- Create a Twitter Account for Your Business
- How to Increase Followers on Twitter?
- What is Hash Tag?
- Sponsored Tweets and Hash Tags
- Twitter Account Promotion
- Twitter API
- Twitter Automation Tools
- How to earn from Twitter ?

### Learn Blogging

- How to earn from Blogspot?
- Advantages of Blogging
- Setting a Blog using WordPress
- Setting a Blog using Blogger
- Blog Promotion
- Blog Commenting

### Learn WhatsAPP

- How to earn from WhatsApp?
- What is Viral Marketing?

***Become successful entrepreneur today.***



#### Overview of Google Adwords?

- Overview of Instagram and Pin Interest?
- Overview of Wikipedia?
- Overview of Daily Motion?
- Overview of Sound Cloud?
- How to Work from Home?

#### Google Adsense-

- What is google Adsense?
- How to Earn from Google Adsense?

#### LINKEDIN

- LinkedIn Marketing
- Premium Account
- Connect with Your Customers
- Promote Your Business on LinkedIn
- Create an Ad Campaign
- Grow Your Business through LinkedIn Marketing

#### PINTEREST

- How it Works?
- Pinterest as a Marketing Tool
- Pinterest as a Perfect Media Strategy
- Promoting Business through Pinteres
- Setting up your Business Account
- Pinterest vs. Other Social Platforms

#### Viral Marketing

#### SOCIAL MEDIA ANALYSIS

- Reporting Tools for Social Media Analysis
- MONITORING SOCIAL MEDIA ACCOUNTS
- SMO at Various Levels
- Tools to Measure Your Popularity
- Goal Creation and Achievement
- Traffic, Analytics, and Statistics

## Online Crowdfunding

- What is Crowdfunding?
- Crowdfunding History
- The Benefits of Crowdfunding
- Lessons from Successful Crowdfunding Campaigns
- Crowdfunding Tools and Resources

# BECOME A SOCIAL MEDIA MARKETING PROFESSIONAL

**Extremely Beneficial for:**

**Students**  
**Businessmen**  
**Entrepreneurs**  
**Startups**  
**Corporates**  
**Working Professionals**  
**Media Professionals**  
**Housewives**  
**Retired People**  
**NGOs**

