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webmantra
an interactive agency

PAN : AAACW7452R | CIN : U72900GJ2007PTC052284 | Service Tax Reg. No. : AAACW7452RST001 (Design Services)

Advanced Social Media Marketing Course

Session 1 (1 Hr)
- Introduction of Students and Tutor
- Queries session on how much they know about it

Session 2 (2 to3 Hr)
- Introduction to Social Media Platforms
- Quick Review of Page Creation of Fb / Insta / LinkedIn
- Benefits of promotion on Social Media

Session 3 - Facebook/ Instagram Ads Manager (7 to 9 Hr)
- How to create managers account
- How to set up account
- Objective Selection
- Creating a Campaign, Ad Group and Ad Set
- Audience Understanding
- Pixel Setup
- A/B Testing
- Running Ads with Email id
- Custom Audience
- Remarketing

Session 5 - Revision (1 Hr)

Session 6 - Test (1 Hr)

Session 7 - LinkedIn Ads (3 Hr)
- How to create manager account
- How to set up account
- Objective Selection
- Creating a Campaign, Ad Group and Ad Set
- Audience Understanding
- Conversion Tracking
- Running Ads with Email Id

Session 8 - Difference Between Each Platform (1 Hr)

Session 9 - Query Solving (1 Hr)

Session 10 - Test (1 Hr)