

Social Media Marketing Certificate

Learn about current social media marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube, TikTok, X (formerly Twitter), and more.

Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: <https://training-nyc.com/certificates/social-media-marketing>



nyc@careercenters.com • (212) 658-1918

Course Outline

This package includes these courses

- Instagram Marketing (12 Hours)
- Facebook Marketing (12 Hours)
- LinkedIn Marketing (6 Hours)
- YouTube Marketing (6 Hours)
- TikTok Marketing (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)

Instagram Marketing

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and the Meta Pixel to ensure that you earn a high return on your advertising budget

LinkedIn Marketing

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

YouTube Marketing

- How to identify and engage your target audience
- Building a following on YouTube
- Ad creation and optimization

TikTok Marketing

- How to identify and engage your target audience
- Monitoring TikTok trends and topics
- Techniques for creating content

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master X (formerly Twitter) marketing