COURSE SYLLABUS

Social Media Marketing Certificate

Develop a social media strategy across Instagram, Facebook, LinkedIn, YouTube, TikTok, and X. Practice content planning, platform selection, and performance analysis.

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 & X (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

- Set up a Facebook business page and plan content.
- Use groups and targeted ads as part of a marketing strategy.
- Work with conversion tracking, audience targeting, and the Meta Pixel.
- Evaluate campaigns with reporting.

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 & X (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