

Social Media Marketing Bootcamp

Discover why Social Media Marketing has become one of the most powerful digital marketing tools. Learn how to build, target and convert leads from the major social media platforms, Facebook, LinkedIn, and Instagram, through paid and free marketing techniques.

Group classes in NYC and onsite training is available for this course. For more information, email contact@nyimtraining.com or visit: <https://mimi.training-nyc.com/courses/social-media-marketing-bootcamp>



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Course Outline

Introduction to Social Media

- The benefits of social media
- The social media landscape
- Social Media today
- Leveraging social media for growth

Developing a Social Media Strategy

- The steps to developing a social media strategy
- Identifying your target audience
- Building customer personas
- Choosing the right social media platforms

Instagram Marketing

- Introduction to Instagram
- Understanding the Instagram Algorithm
- The Instagram Ecosystem
- Developing Your Instagram Strategy
- Best Practices for Setting up Your Instagram Profile
- Instagram Content Strategy
- Hashtags 101
- How to Gain More Followers
- How to Increase Engagement on Instagram
- Instagram Posting Strategy

- Instagram Features Overview
- Instagram Stories
- Influencer Marketing
- Instagram Advertising

LinkedIn Marketing

- Introduction to LinkedIn
- The LinkedIn Ecosystem
- Best Practices for Optimizing Your LinkedIn Profiles
- LinkedIn Publisher and When to Use It
- LinkedIn Company Pages Best Practices
- Leveraging LinkedIn Groups for Growth
- Prospecting on LinkedIn
- LinkedIn Ads

Facebook Marketing

- Introduction to Facebook
- Understanding the Facebook Algorithm
- Best Practices for Setting up a Facebook Business Pages
- Strategies for Leveraging Facebook Groups for Growth
- Facebook Ads Strategy
- How to Setup the Facebook Pixel
- Facebook Conversion Tracking
- Facebook Audience Targeting
- Facebook Ad Creation Best Practices
- Facebook Ad Optimization
- Facebook Account Management
- Leveraging Facebook Messenger
- Facebook Reporting & Insights