

# 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, Twitter, and more.

Group classes in NYC and onsite training is available for this course. For more information, email [contact@nyimtraining.com](mailto:contact@nyimtraining.com) or visit: <https://training-nyc.com/certificates/social-media-marketing>



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## 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 Facebook Pixels 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 Twitter marketing