

# Social Media Marketing

In this one-day class, you'll learn how to build, target, and convert leads from Instagram and LinkedIn through both paid and organic marketing techniques.

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://mimi.training-nyc.com/courses/social-media-marketing-courses>



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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