



**Arfa Karim**  
Technology Incubator

# Social Media Marketing

Duration: 3 Months



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## Modules

- Introduction to Social Media Marketing
- Creating a Social Media Strategy
- Content Creation and Curation
- Social Media Advertising & Promotion
- Community Engagement & Management
- Analytics and Performance Tracking
- Influencer Marketing & Partnerships
- Social Media Crisis Management

## Audience

- Digital Marketers
- Social Media enthusiast
- Content creators
- Students

## Outcomes

- Understand the fundamentals of social media marketing & its role in digital marketing strategies
- Develop a comprehensive social media marketing strategy tailored to specific business goals
- Create & curate engaging content optimized for various social media platforms
- Execute effective social media advertising campaigns to reach target audiences
- Manage & engage with online communities to build brand loyalty and trust
- Utilize analytics tools to track & analyze social media performance metrics
- Implement influencer marketing & partnership strategies to extend brand reach
- Develop crisis management skills to handle social media challenges & reputation issues effectively

## Eligibility Criteria

- Basic knowledge of Computer, Information of SocialMedia Platforms