



A.S.
TECHNOLOGIES

A.S. Technologies

#BEST DIGITAL MARKETING INSTITUTE IN PUNE

SOCIAL MEDIA MARKETING

Master in social media marketing and grow your Business on platforms like Facebook, Instagram, Twitter, and LinkedIn! Learn content creation, advertising strategies, audience targeting, and Methods to drive engagement and sales

COURSE OVERVIEW

A.S. Technologies Offers 1.5 Months Intensive Program For Beginners As Well As Professionals...

FUTURE OF SOCIAL MEDIA MARKETING

Marketing as a concept is evolving constantly. Ever since the boom of the internet, more customers are using it which has led to the birth of a new form of Marketing Called Digital Marketing. Digital Marketing offers niche and lucrative career options for the youth in India.

WHO CAN DO

- Business owner
- Working Professionals
- Students (10/12 pass)
- Job Seekers
- Freelancer

OUR FEATURES

- Fully practical training
- latest Marketing Trends
- cost-effective and scalable
- Installment facility
- 100% job Assistance



91-9271443237



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TOPICS COVERED IN SOCIAL MEDIA MARKETING

Sr. No.	Topic	Short Description
1	Digital Marketing Overview	Digital Marketing Introduction Digital Marketing Vs Traditional Marketing Digital Marketing Channels Digital Marketing Scope & Career
2	Graphic Creation	Create Graphics To Enhance brand
3	Video Creation	Creating Videos to Increase Effectives Of Messages and Increase reach.
4	Social Media Calendar	Scheduling and planning Posts for consistency.
5	LinkedIn Optimization	Create Effective profiles for professional.
6	WhatsApp Marketing	Using WhatsApp for Direct Connection To Customer communication.
7	Account Creation	Facebook Account Setting up Social Media for Brand Presence.

Sr. No.	Topic	Short Description
8	Profile Setup	Completing Profile Details for a professional brand appearance.
9	Page Creation	Creating Facebook Official Pages on platforms like Facebook, Linked Etc.
10	Link to Instagram	Connecting Instagram with other platforms for integrated marketing.
11	Instagram Optimization (SMO)	Enhancing Instagram Content and profile.
12	Add Admin	Assigning Admin roles for Page and Account Management.
13	Create Group	Building Niche Communities .
14	Market Place	Selling products Directly Through Social Media Marketplaces.
15	Business Profile	Create a Business Accounts
16	Ads Account	Setting up Accounts to Manage paid social media campaigns.

Sr. No.	Topic	Short Description
17	Ads Account Structure	Organizing Ads Using a Hierarchy of Campaigns, Sets, and Ads.
18	Ads Objectives	Defining Campaign Goals like Awareness, Traffic, or Conversions.
19	Conical Structure	Structuring Ads around the Buyer Journey.
20	Ads Campaign	Running Ads to promote products or services.
21	Ads Account Vs Business Ads Account	Differentiating Between Personal and Business ads Accounts.
22	Ads Scheduling	Selecting Optimal Times and Dates for Ads Delivery
23	Business Setting	Managing & Settings, Roles, and Permissions for Business Accounts.
24	Bidding Strategy	Choosing How Ads Spend is Managed (Manual or Automatic).

Sr. No.	Topic	Short Description
25	Ads Terminology	Key Ads Metrics like CPC, CPM, CTR, and ROI.
26	Budgets	Setting Financial Limits on Campaigns (Daily or Lifetime)
27	Location Setting	Targeting ads to Specific Geographical Areas.
28	Special Category	Declaring sensitive Categories to Meet ad Platform Guidelines.
29	Size Specification	Following image/video Size Standards for Optimal Display.
30	Placement Targeting	Choosing ad Placements like feeds, Stories, or Messenger.
24	Bidding Strategy	Choosing How Ads Spend is Managed (Manual or Automatic).



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