

SOCIAL MEDIA MARKETING

*MANAGEMENT EMPHASIS

DAYS & TIME

TUESDAYS & FRIDAYS / 6:30PM TO 8:00PM

LANGUAGES

ENGLISH^{FOCUS} & ARMENIAN

REQUIREMENTS

PERSONAL SMARTPHONE, BASIC KNOWLEDGE IN FACEBOOK & INSTAGRAM.

TheProgram

SESSION #1

Introduction

Social media platforms

- Facebook
- Instagram

Content creation

- Photos & photography
- Video & videography/animation
- Graphics & graphic design
- Copywriting

Content management

- Tags, hashtags, location, links ...
- Comments & messages
- Planning, scheduling, publishing ...

Ads management

Influencer, celebrity & blogger marketing

Insights & analytics

SMM management system(s)

SMM Projects' briefing

SESSION #2

Content categories

Content files formats & dimensions

Content creation

SESSION #3	<p>Copywriting, tags, hastags, location, links ...</p> <p>Comments & messages</p> <p>Planning, scheduling, publishing ...</p> <p>Stories</p>
SESSION #4	<p>Social media marketing campaign content VI *Presentation & Commentary</p> <p>Ads Management</p> <ul style="list-style-type: none"> • Ad types • Audiences • Call to actions • Budget calculations
SESSION #5	<p>SMM campaign final content *Presentation</p> <p>Ads Submission</p> <p>Insights & analytics</p>
SESSION #6	<p>Insights & analyitcs reporting</p> <p>SMM 1 month planning</p> <p>Influencer, celebrity & blogger marketing #1</p>
SESSION #7	<p>Influencer, celebrity & blogger marketing #2</p> <p>SMM insights & analytics report *Presentation</p> <p>SMM 1 month plan VI *Presentation & Commentary</p>
SESSION #8	<p>SMM 1 month final plan *Presentation</p> <p>SEEKIN.am personal accounts registration & CV+Portfolio addition</p>

End of the course, participants will receive a [Certificate of Completion](#)