

# SOCIAL MEDIA MARKETING

\*MANAGEMENT EMPHASIS

**DAY & TIME**

SATURDAYS, 1 HOUR SESSION BETWEEN 14:00 & 20:00

**LANGUAGES**

ENGLISH<sup>FOCUS</sup> & ARMENIAN

**REQUIREMENTS**

PERSONAL SMARTPHONE, BASIC KNOWLEDGE IN FACEBOOK & INSTAGRAM.

## The Program

### 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

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

End of the course, participants will receive a **Certificate of Completion**