



# SOCIAL MEDIA MARKETING AND MANAGEMENT

## **Module 1: Introduction to Digital & Social Media Marketing**

Understand the fundamentals of digital marketing and its key channels including SEO, SEM, email, and content marketing. Learn how social media evolved and why it plays a vital role in modern brand communication. This module sets the foundation for understanding how digital strategies influence user behavior and engagement.

## **Module 2: Social Media Platforms Overview**

Get a comprehensive look at major platforms like Facebook, Instagram, LinkedIn, Twitter/X, Pinterest, and YouTube. Learn about their user demographics, content formats, and unique algorithmic behavior. Identify which platforms are most effective for different business goals and audience types.

## **Module 3: Content Strategy & Planning**

Explore how to plan and structure content that aligns with brand goals and user interests. Learn the importance of content pillars, creating monthly calendars, and balancing trending versus evergreen content. Develop a strategic approach to storytelling that engages and retains your audience.

## **Module 4: Graphic Design for Social Media (Using Canva)**

Learn to create professional and visually appealing posts using Canva's powerful tools and templates. Understand how to maintain brand consistency using brand kits and design principles. Discover techniques for designing scroll-stopping graphics that capture audience attention.

## **Module 5: Copywriting for Social Media**

Master the art of writing compelling captions, hooks, and calls-to-action that drive engagement. Learn how to adapt your tone and language to different platforms and audiences. Use storytelling techniques and emotional appeal to build stronger connections with followers.

## **Module 6: Social Media Algorithms & Organic Growth**

Understand how algorithms work across platforms to rank and display content. Learn best practices for boosting organic reach through timing, hashtags, interaction, and consistency. Avoid common pitfalls like shadowbanning and low engagement traps.

## **Module 7: Influencer & Community Marketing**

Discover how to identify the right influencers for your niche and develop collaboration strategies. Learn how User-Generated Content (UGC) and community building boost trust and engagement. Explore tools and techniques to nurture an active and loyal social media community.

## **Module 8: Paid Ads (Meta, LinkedIn, Twitter/X, YouTube)**

Learn to create and manage paid ad campaigns across key platforms like Facebook, Instagram, and LinkedIn. Understand campaign objectives, ad formats, targeting, budgeting, and performance tracking. Get hands-on with A/B testing and optimize for maximum ROI.

## **Module 9: Analytics & Insights**

Learn to track and interpret metrics like reach, engagement, click-through rates (CTR), and ROI. Explore platform-native analytics tools along with Google Analytics and UTM tracking. Use insights to improve content strategy and make data-driven decisions.

## **Module 10: Tools & Automation**

Get familiar with leading SMM tools like Buffer, Hootsuite, Later, and Metricool for scheduling and automation. Learn how to streamline repetitive tasks using chatbots and auto-responders. Improve productivity and consistency through smart content management.

## **Module 11: Social Media Strategy for Businesses**

Understand the strategic differences between B2B and B2C social media marketing. Learn how to build funnels that guide users from awareness to conversion. Develop lead generation tactics tailored to different industries and audience needs.

## **Module 12: Creating & Managing Campaigns**

Learn to plan, execute, and monitor full-scale social media campaigns. Focus on setting measurable goals, crafting effective messages, and targeting the right audience. Practice reporting and optimization for continuous improvement.

## Module 13: Reputation & Crisis Management

Develop the skills to handle online negativity and protect brand reputation. Learn strategies for proactive PR, timely responses, and maintaining brand voice during crises. Build confidence in managing sensitive situations professionally and ethically.

## Module 14: Freelancing & Career in SMM

Explore the world of freelancing with guidance on platforms, client onboarding, and pricing strategies. Learn how to build a strong portfolio and attract consistent clients. Gain tips on branding yourself as a professional social media marketer.

## Module 15: Capstone Project

Apply everything you've learned by planning and executing a real-world social media campaign. Design creatives, write ad copies, and prepare ad mockups to demonstrate your skills. Present campaign results in a final report for professional feedback and evaluation.

## Career Scope in Social Marketing and Management

- Rapidly growing field with high demand across industries
- Opportunities in agencies, startups, corporates, and freelance markets
- Key roles include:
  - Social Media Manager
  - Digital Marketing Executive
  - Content Strategist
  - Paid Ads Specialist
  - Community & Influencer Manager
- Essential for brand building, audience engagement, and lead generation
- Ideal for professionals, entrepreneurs, and creatives seeking digital career growth

## Salary Package in Social Media Marketing

- **Entry-Level (0–2 years):** ₹15,000 – ₹35,000/month
- **Mid-Level (2–5 years):** ₹40,000 – ₹70,000/month
- **Senior Roles (5+ years):** ₹80,000 – ₹1.5L/month
- **Freelancers/Consultants:** ₹20,000 – ₹1L+/project based on scope and expertise
- **International Opportunities:** \$40,000 – \$90,000/year for remote/global roles

💡 *Earnings grow with niche expertise in paid ads, strategy, or analytics.*

