COURSE SYLLABUS

Social Media Marketing Certificate

Learn about current social media marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube, TikTok, X (formerly known as Twitter), and more.

Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/certificates/social-media-marketing



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Course Outline

This package includes these courses

- Instagram Marketing (12 Hours)
- Facebook Marketing (12 Hours)
- LinkedIn Marketing (6 Hours)
- Social Media Video Marketing: YouTube & TikTok (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)

Instagram Marketing

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and Facebook Pixels to ensure that you earn a high return on your advertising budget

LinkedIn Marketing

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

Social Media Video Marketing: YouTube & TikTok

- Master video-based social media platforms
- Develop strategies to promote your business on YouTube and TikTok
- Learn how to create and optimize paid ads

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master X (formerly known as Twitter) marketing