

Social Media Marketing

In this one-day class, you'll learn how to build, target, and convert leads from the major social media platforms — Facebook, LinkedIn, Pinterest, and Instagram — through paid and organic marketing techniques.

Group classes in NYC and onsite training is available for this course.
For more information, email corporate@nobledesktop.com or visit:
<https://www.careercenters.com/courses/social-media-marketing-courses>



nyc@careercenters.com • (212) 684-5151

Course Outline

Introduction to Social Media

Social Media Today
A Look at Various Social Media Channels
Determining Which Social Media Channel(s) Are Right for You

Facebook

Introduction to Facebook
Facebook Business Pages, Facebook Profiles, Facebook Groups
Facebook Ads
Facebook Pixels
Facebook Reporting and Insights

Instagram

Introduction to Instagram
How to Set up Your Instagram Profile
How to Get Followers on Instagram
What Type of Content to Create on Instagram
Instagram Stories
Instagram Ads
Increasing Engagement on Instagram

LinkedIn

Introduction to LinkedIn
Best Practices for Setting up Your LinkedIn Profile

How to Use LinkedIn to Generate Leads and Sales

LinkedIn Ads

Leveraging LinkedIn Groups

Pinterest

Introduction to Pinterest

Best Practices for Setting up Your Pinterest Boards

How to Increase Traffic to Your Website with Pinterest

Strategic Pinning

Optimizing Your Pinterest Account

Leveraging Tools to Automate Your Pinterest Marketing

Pinterest Analytics