



LONDON SCHOOL *of*
DIGITAL
MARKETING

Social Media Marketing

1 Day · Classroom · Live Online Via Zoom · Weekends



Industry Approved

SYLLABUS AND CONTENT ADVISORY COUNCIL MEMBERS INCLUDE:



Single Module

Social Media Marketing

It can be challenging knowing which social media platform is best for your business. This module is designed to equip participants with the knowledge of creating engaging content and how to market that content on several channels. The social media marketing module will enable participants to effectively engage with customers across a diverse range of social media platforms using relevant content.

This part of the module focuses on the important role that social customer service plays in today's digital world. It begins by introducing the concept

of Customer Experience or CX and explaining why it's important that CX is managed effectively in organizations.

The module then sets out the best practices to follow when engaging in social customer service, and how to plan, implement, and manage a social customer service strategy.

Participants will learn the key concepts and terminology used in social media, and be able to configure social media accounts across Facebook, Twitter, TikTok, LinkedIn, YouTube, Snapchat and Instagram as well as learning about the new emergent social platforms.

Topics covered include:

- Key Concepts
- Social Media Goals
- Setting Goals and Priorities
- Content Creation
- Facebook Features
- Facebook Business Page
- Content Research
- Twitter Features
- Twitter Engagement
- LinkedIn Setup & Profile
- LinkedIn Features
- LinkedIn Company Page
- Social Media Calendar
- Pinterest for Marketers
- Social Media Customer Service
- YouTube Features
- Social Media Strategy
- Social Content
- Content Population
- Snapchat Features
- TikTok
- TikTok Features

Single Module

Social Media Advertising

The second Social Media Marketing module explores how to implement social advertising features to build and sustain relationships with customers. You will appreciate the challenges of implementing an effective Social Media strategy for your business, with a focus on the importance of listening as the critical starting point.

Participants will learn how to advertise on different social platforms to target and drive traffic to their website or App. Our Social Media Skills expert will practically show you how you create campaigns on social media including

Meta, Instagram, Snapchat, LinkedIn and TikTok. Leverage the power of paid media on social platforms to target and capture custom audiences as part of your marketing strategy.

Gain skills to analyze ads, apply core concepts, practice creating ads, and interact with platforms such as Facebook Ads Manager.

Participants will be able to accurately measure the effectiveness of their social media campaigns using analytics, evaluate information about budgetary spend against baseline expectations.

Topics covered include:

- Implementing Social
- Social Listening
- Content Planning
- Scheduling Tools
- Facebook Advertising
- TikTok Advertising
- LinkedIn Advertising
- Twitter Advertising
- Pinterest
- Instagram
- Snapchat
- Facebook Insight
- TikTok Insights
- YouTube Insight
- Facebook Analytics
- Twitter Analytics
- LinkedIn Analytics
- Laws & Guidelines



As a business owner with a new website in a very competitive industry, I wanted to know how I can bring customers to my website organically and convert them using different digital channels. What made my decision was the modules! There are 10 modules covered on the Professional Diploma in Digital Marketing such as Social Media Marketing, Search Engine Optimization, Paid Search (creating Ads within google search results) and especially Digital Marketing Strategy & Planning. They have experts that help you create a digital marketing strategy for your business. I found this really helpful.

Bola Adepoju

Founder & CEO of **Wardrobe of Beauty**



Read Bola's story at:

london.schoolofdigitalmarketing.com

Subject Matter Experts

The module will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.



Digital marketing short courses like are more flexible and provide agile learning experiences that is so powerful for learners across the life cycle, whether you're 18yrs, 34yrs or 50yrs."

John Farrar - Director of Education at Google



Certification

London School of Digital Marketing's syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 4 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 4 corresponds to level 4 on the European Qualifications Framework (EQF).



Syllabus Advisory Council

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