

# ICT ACADEMY OF KERALA

## Certificate Program in Social Media Marketing

### Program Schedule

November 2021

Day #	Topic	Session Type	Duration(Hrs.)	Date		
Day 1	Welcome & Introduction to Social Media	Live	2	Nov 10		
	What is social media marketing? Types of social media websites, Mobile social media, Content Marketing, Social Media Analysis					
	Task 1					
Day 2	Marketing Strategy on Social Media Websites for Business: <b>Facebook Marketing - Part 1</b>	Live	2	Nov 13		
	The structure of Facebook, Understanding Edgerank and Interactivity, Page setup and posting rhythm					
	Task 2					
Day 3	Marketing Strategy on Social Media Websites for Business: <b>Facebook Marketing - Part 2</b>	Live	2	Nov 17		
	Leveraging Facebook advertising, Facebook Marketing plan and content strategy					
	Task 3					
Day 4	Marketing Strategy on Social Media Websites for Business: <b>LinkedIn Marketing</b>	Live	2	Nov 20		
	The structure of LinkedIn: Profiles, Pages, Groups, and Social Rolodex, Optimizing your LinkedIn Profile, Using LinkedIn as a social Rolodex, LinkedIn page , Groups and other Opportunities, LinkedIn Marketing Plan and content strategy					
	Task 4					
Day 5	Marketing Strategy on Social Media Websites for Business: <b>Instagram Marketing</b>	Live	2	Nov 24		
	Content Strategy for business on Instagram, Creating an appealing, effective and expert Instagram business profile, Get in touch with your target everyday					
	Task 5					
Day 6	Marketing Strategy on Social Media Websites for Business: <b>YouTube Marketing - Part 1</b>	Live	2	Nov 27		
	Power of Video storytelling, Making YouTube videos for your business, How to optimize your business YT channel					
	Task 6					
Day 7	Marketing Strategy on Social Media Websites for Business: <b>YouTube Marketing - Part 2</b>	Live	2	Dec 1		
	How to create follower for your channel, Uploading techniques for getting more reach					
	Task 7					
Day 8	<b>Creative Content Designing</b>	Live	2	Dec 4		
	Tools for poster & video designing - <b>Canva</b> , Tools for video editing					
	Task 8					
Day 9	<b>Content Marketing</b>	Live	2	Dec 8		
	Introduction to Content Marketing, Content creation framework for producing effective content on a consistent basis, Create and repurpose content that both humans and search engines will love, Case studies on B2B on content marketing					
	Project Orientation					
Day 10	<b>Project Presentation</b>	Live	2	Dec 11		
	Feedback & Certification					
	<b>Live Session Timings</b>		<b>Wed &amp; Sat</b>			
			<b>4 PM - 6 PM</b>			
	<b>Link for Joining</b>		<a href="#">Will update soon</a>			