

2 – DAY SOCIAL MEDIA MASTERCLASS



Introduction

Ready to take advantage of Social Media platforms? Harness the power of social media with our extensive social media course. Everything from Facebook, Instagram, LinkedIn, YouTube and TikTok. This course will take you from social zero to social hero using our proactive and practical approach. It is arguably one of the most comprehensive online courses of social media, giving learners a great grounding and skill set to enter the world of social media.

Course Objectives

By the end of this course, you will be able to:

- Understand everything about Social Media Marketing
- Plan goals and create a vision
- Understand the basics of Facebook (FB), Instagram (IG), YouTube, LinkedIn & Tik Tok
- Understand the wide scope of social media
- Use social media not just for marketing, but for customer services & Public Relations
- Be able to fully audit their organisation
- Build a social media strategy
- Understand the fundamentals of content marketing
- Master FB & IG advertising approach
- Master YouTube & TikTok marketing, including: layout and content creation
- Optimise your LinkedIn profile and use LinkedIn content strategies to grow your business.

Methodology

- Classroom Lectures
- Quiz and Test
- Practical Exercise Case Studies
Learning Activities
- Group or Individual Work
- Self-evaluation Training

Who Should Attend?

- Malaysian Youths
- School Leavers
- Those who want to upskill or reskill in digital marketing
- Solo Entrepreneurs
- Small Medium Size Entrepreneurs



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Course Outline

MODULE 1: MARKETING FUNDAMENTAL

- Strategic Marketing Approach
- Setting Digital Marketing Goal
- How To Build Sales Funnel
- How To Identify Customer Persona
- Audience Insight For Audience Targeting
- Case Studies
- How To Create Powerful Content

MODULE 2: FACEBOOK MARKETING

- Set up new Facebook Business Page
- Facebook page optimisation
- Facebook content optimisation
- Facebook LIVE, Facebook Stories, Facebook Event and Facebook Group Creation
- Facebook Ads Campaign
- A/B Testing Optimisation

MODULE 3: INSTAGRAM MARKETING

- Setting up Instagram Business account
- Instagram links to Facebook Business Page
- Instagram Ads Campaign Creation
- Optimisation of content management

MODULE 4: LINKEDIN MARKETING

- LinkedIn personal profile
- Curation of LinkedIn content and optimisation
- Content strategies

MODULE 5: YOUTUBE MARKETING

- Setting up YouTube Account
- Simple Video Creation With Free Apps
- YouTube Ads Setting
- YouTube SEO

MODULE 5: TIKTOK MARKETING

- TikTok Marketing For Business
- Content Creation Case Study

