



Social Media Marketing

Module 1: Social Media Marketing

- Course Intro
- How to Utilize Social Media
- Client Briefs
- Target Markets
- Personas Pt 1
- Personas Pt 2
- Personas Pt 3
- Competitive Analysis Pt 1
- Competitive Analysis Pt 2
- Competitive Analysis Pt 3

Module 2: Social Media Marketing

- What is the Right Content for You
- Images Pt 1
- Images Pt 2
- Images Pt 3
- Images Pt 4
- Images Pt 5
- Video Pt 1
- Video Pt 2
- Video Pt 3
- Video Pt 4
- Live Videos and Engagement Pt 1
- Live Videos and Engagement Pt 2

Module 3: Social Media Marketing

- What are Analytics and How to Use Them
- Free Analytic Tools Available
- Paid Services to Consider Pt 1
- Paid Services to Consider Pt 2
- Finding the Right Hashtags
- What is Automation
- How to Best Use Automation
- Course Outro