

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: Facebook Marketing - Part 1	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: Facebook Marketing - Part 2	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: LinkedIn Marketing	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: Instagram Marketing	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: YouTube Marketing - Part 1	Live	2	Nov 27
	Power of Video storytelling, Making YouTube videos for your business, How to optimize your businessYT channel			
	Task 6			
Day 7	Marketing Strategy on Social Media Websites for Business: YouTube Marketing - Part 2	Live	2	Dec 1
	How to create follower for your channel, Uploading techniques for getting more reach			
	Task 7			
Day 8	Creative Content Designing	Live	2	Dec 4
	Tools for poster & video designing - <i>Canva</i> , Tools for video editing			
	Task 8			
Day 9	Content Marketing	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	Project Presentation	Live	2	Dec 11
	Feedback & Certification			
Live Session Timings		Wed & Sat		
		4 PM - 6 PM		
Link for Joining		Will update soon		