

SOCIAL MEDIA MARKETING

Duration: 4-6 Weeks | Level: Beginner – Intermediate

SDMI - Suriya Digital Marketing Institute

Course Overview

Master content creation and brand growth strategies across the major social media platforms.

Curriculum Modules

1. **Social Media Strategy & Content Planning** - Content pillars, calendars, and brand voice.
2. **WhatsApp Marketing** - Business profile optimization, broadcast & status marketing.
3. **YouTube Marketing** - Channel setup, video SEO, and Shorts growth strategy.
4. **Instagram Marketing** - Reels, Stories, hashtag strategy, and growth & engagement tactics.
5. **Facebook Page Management** - Community building, engagement strategies, and page insights.
6. **Content Creation & Editing** - Designing with Canva and video editing with CapCut.
7. **Cross-Platform Analytics** - Tracking growth and engagement metrics.

Tools & Platforms Covered

WhatsApp, YouTube, Instagram, Facebook, Canva, CapCut

Learning Outcome

Students can create, manage, and grow brand presence across all major social platforms.

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