



YOU MISS 100% OF THE SHOTS YOU NEVER TAKE.

GET THE
MARKETING
EDUCATION YOU
NEED TO **SUCCEED**



**Delhi School Of
Internet Marketing**



011 - 4062 4179



**Delhi School Of
Internet Marketing**

“We Deliver Knowledge To Help You Win”

Social Media Marketing Training program

Objective of the program

Social Media Marketing Program at Delhi School of Internet marketing is the only training program that covers all the essentials and executables of social media marketing in detail

Training curriculum - What you will learn?



Social Media Marketing

- What is social media?
- Understanding the existing Social Media paradigms
- How social media marketing is different than other forms of Internet marketing?
- Marketing on social networking websites
- Facebook marketing
 - Facebook profiles
 - Facebook fan page creation
 - Examples of good and bad fan pages
 - How to increase fans on a fan page?
 - How to do marketing on a fan page?
 - How to engage fans on your fan page?
 - Facebook advertising
 - Understanding Facebook advertising
 - Creating Facebook ads
 - Best practices of Facebook ads
 - How to increase your ROI from Facebook ads?
 - CPC or CPM- How to pay for Facebook ads?
 - Black hat Facebook marketing
 - Best Facebook apps for marketing your fan page
 - Facebook marketing mix with other marketing platforms
 - Case studies on Facebook marketing
- LinkedIn Marketing
 - What is linked in?
 - Understanding LinkedIn
 - Company profile vs individual profiles
 - Marketing on linkedin groups
 - Understanding linkedin groups
 - How to do marketing on linkedin groups?



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Social Media Marketing

- LinkedIn advertising & its best practices
- Increasing ROI from LinkedIn ads
- Case studies on LinkedIn marketing
- Twitter marketing
 - Understanding Twitter
 - How to do marketing on Twitter
 - Blackhat techniques of Twitter marketing
 - Advertising on Twitter
 - Case studies on Twitter marketing
- Video marketing
 - Creating videos
 - How to create videos
 - Uploading videos on video marketing websites
 - Using YouTube for business
 - Developing YouTube video marketing strategy
 - Advertising on YouTube
 - How to increase number of views of your videos
 - Bringing visitors from YouTube videos to your website
- Blogging
 - What is blogging?
 - Benefits of blogging
 - Types of blogging
 - Benefits of each type of blogging
 - Different platforms for blogging
 - Creating your own blog- LIVE
 - Best practices while creating a blog
 - How to make your blog interactive for visitors
 - How to do marketing of your blog
 - Top 5 things that should be present in your blog
 - What not to do while blogging?
 - Showcasing few best examples of top blogs

Program Highlights -



No Teacher Only Experts

Industry Expert led training for all



Training & case studies

Gain practical knowledge of industry



Industry recognized certificate

Join & take your resume to next level



Life time query support

Through regular forms & query sessions



Weekday/Weekend options

Flexible class timing that suits everyone



Make money online

Best practices for earning huge commission online



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What Make Us Proud?

260+

Professional trained

42+

Successful batches

60%

Working professionals

8.5/10

Rated on a scale of 10

Reach Us-

B-26, Shivalik,
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Course Fee

Rs.10674.00 (fee - Rs9500 + 12.36% service tax)

Trainees From

