



**SOCIAL MEDIA  
MARKETING**



# All About Social Media

- 👍 Introduction
- 👍 Optimization and Marketing
- 👍 Importance and Benefits
- 👍 Use in Business and Branding
- 👍 Current Trends
- 👍 Social Media Posting Ideas & Strategies
- 👍 Insights, Metrics, and Analytics
- 👍 Free vs Paid Social Traffic



## Major Social Media Platforms

● Facebook

● Twitter

● Instagram

● Pinterest

● LinkedIn



**Facebook**

- 01 Introduction
- 02 Features and Functions
- 03 Account Creation
- 04 Facebook Page Creation & Optimization
- 05 Facebook Profile Vs. Facebook Page
- 06 Use of Facebook Page in a Business
- 07 Posting Text, Images, Videos, and Stories
- 08 Use of Facebook Messenger
- 09 Facebook Groups Creation
- 10 Use of Facebook Groups for marketing
- 11 Ways to Increase Facebook Pages' Likes and Followers
- 12 Posting Strategies & Best Time to Post





## Twitter

- 01 Introduction
- 02 Use of Twitter in a Business
- 03 Features and Functions
- 04 Account Creation
- 05 Twitter Profile Optimization
- 06 Different Ways to Twit
- 07 Best Time for to Twitting
- 08 Twitter for Customer Service, Brand Awareness, & Increasing Sales
- 09 Ways to Increase Followers
- 10 Hashtags: Overview and Use
- 11 Use of Twitter Messaging
- 12 Twitter Lists, Their Use, and Creation
- 13 Industry wise Trends
- 14 Twitter Analytics
- 15 Overview of Twitter Ads



## LinkedIn

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- 03 Postings
- 04 Use of LinkedIn Groups
- 05 Increasing Connections
- 06 Updating the Sections to Optimize the Profile
- 07 Company Page Creation and Optimization
- 08 Gaining Followers on LinkedIn Page
- 09 Build Authority
- 10 Find the Next Great Employee through LinkedIn
- 11 Overview of LinkedIn Premium
- 12 LinkedIn Analytics
- 13 Overview of LinkedIn Ads



## Instagram

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- 02 Personal Account Vs. Professional Account
- 03 Account Creation on Instagram
- 04 Marketing Strategy
- 05 Hashtags and Their Use
- 06 Gaining More Followers
- 07 Increasing the Engagement
- 08 Features
- 09 Instagram Insights
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## Pinterest

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- 03 Board on Pinterest
- 04 Pinning on Pinterest
- 05 Sharing and Interacting with content
- 06 Business Use of Pinterest
- 07 Business Account Features
- 08 Pinterest Marketing Strategies
- 09 Gaining Followers
- 10 Pinterest Analytics
- 11 Overview of Pinterest Ads



## Top Social Media Marketing Tools

- Hootsuite
- Buffer



## GET IN TOUCH WITH US

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