

2-Month Social Media Marketing Mastery Course

Duration: 8 Weeks

Schedule: 2 Days per Week | 2 Hours per Day

Format: Practical + Hands-on Projects + Real Brand Case Studies

Module 1: Branding & Identity Design (Week 1–2)

Goal: Understand brand foundations and create a brand identity from scratch.

Topics Covered:

- What is Branding & Why It Matters
- How to Build a Brand Identity for a New Brand
- Types of Logos & Where to Use Them
- Importance of Colour Theory in Branding
- Choosing the Right Fonts for Brand Personality
- Designing a New Brand Logo (Hands-on)
- Brand Voice: Tone, Messaging & Audience Targeting
- Tools for Branding (Canva, Figma, Adobe Express)

Practical Task: Create a mini brand kit (logo, colours, fonts, tagline).

Module 2: Social Media Optimization (SMO) Foundations (Week 3)

Goal: Learn how to properly set up and optimize professional social media accounts.

Topics Covered:

- Importance of Social Media Presence for Brands
- Types of Social Media Platforms & Their Use Cases
- How to Create and Optimize a Facebook Page
- Facebook Page Settings (Templates, Tabs, Notifications, Roles)
- Setting up Chat Automation with Response Manager
- Designing FB/IG Posts, Banners & Display Pictures (Proper Dimensions)
- Creating and Linking Instagram Handles with Facebook
- How to Optimize YouTube Channel & LinkedIn Profile for Reach

Practical Task: Optimize Facebook, Instagram, and LinkedIn pages for a mock brand.

Module 3: Content Creation & Copywriting (Week 4)

Goal: Master creative design and effective communication for social media.

Topics Covered:

- Content Writing vs Copywriting (Tone, Hooks, CTAs)
- Designing Posts for Marketing & Sales (Hands-on in Canva)
- Post Dimensions & Aesthetic Principles
- Video Creation for Ads & Reels
- Tools for Content Creation: Canva, CapCut, Meta Suite
- Understanding Different Content Formats: Static, Video, Carousel, Story, Reel
- Content Calendar Planning (Weekly/Monthly Templates)

Practical Task: Design 3 posts + 1 video ad for a selected brand.

Module 4: Competitor Research & Platform Optimization (Week 5)

Goal: Learn how to audit competitors and fine-tune brand presence.

Topics Covered:

- How to Audit Competitors' Social Media
- Benchmarking: Engagement, Frequency, Format
- Profile Optimization (Bio, Highlights, CTAs)
- Social Listening & Research Tools
- Free Audit Template Practice

Practical Task: Conduct a social media audit of 2 competitors.

Module 5: Keyword & Hashtag Research (Week 6)

Goal: Use data and trends to drive organic growth.

Topics Covered:

- Importance of Keyword Research in SMM
- Using GA4 for Audience Insights
- Hashtag Strategy: Branded, Trending & Niche
- Hashtag Research Tools & Best Practices

Practical Task: Build a hashtag bank for 3 content pillars.

Module 6: Posting Strategy & Scheduling

Goal: Plan, schedule, and manage consistent brand presence.

Topics Covered:

- Creating Weekly/Monthly Content Calendars
- Best Times to Post on Each Platform
- Introduction to Scheduling Tools: Meta Business Suite, Buffer, Later, Hootsuite
- Scheduling Demo: Instagram & LinkedIn
- Maintaining Content Consistency

Practical Task: Create and schedule a 1-week content plan.

Module 7: Paid Ads & Campaigns

Goal: Learn to plan, create, and analyze paid ad campaigns.

Topics Covered:

- Introduction to Meta Ads Manager
- Ad Types: Awareness, Traffic, Engagement, Leads
- Understanding Social Media Ad Psychology
- Facebook Boosting (Basic) vs Ad Manager (Advanced)
- Audience Targeting, Budgeting & Ad Copywriting
- How to Link Accounts & Set Up Payment Methods
- Running Ads on Instagram, Facebook, YouTube
- Reading & Interpreting Ad Reports (Reach, CTR, ROI)

Practical Task: Create a mock ad campaign using Meta Ads Manager.

Module 8: YouTube Mastery and LinkedIn

Goal: Build professional visibility & long-form content strategy.

Topics Covered:

- Power of YouTube in 2025: Why it's still king for long-form content
- Niche selection & audience research (finding what people actually watch)
- Content planning: Evergreen vs Trending videos
- Scriptwriting & storytelling for retention
- YouTube SEO (keywords, tags, titles, descriptions, thumbnails)
- Monetization: Ads, sponsorships, affiliate marketing
- Analytics deep-dive: CTR, watch time, retention
- Why LinkedIn is the goldmine for professionals
- Optimizing your profile for visibility (headline, banner, about section)
- Content strategy: Posts, articles, carousels, and videos

- Personal branding: Positioning yourself as a thought leader
- Networking: First, second, third-degree connections
- LinkedIn Ads: Targeting B2B & decision makers
- Advanced growth hacks & using LinkedIn Analytics

Practical Task: Optimize LinkedIn profile + Draft YouTube video plan.

Final Project & Certification

- Build a 1-Month SMM Strategy for a Brand
 - Include: Competitor Research, Content Calendar, and Mock Ad Campaign
 - Present Strategy (Optional Pitch)
 - Freelancing & Job Guidance Session
 - Guest Appearance by Industry Expert
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Course Perks:

- Ready-to-use Templates (Calendar, Audit Sheets, Ad Plans)
- Certificate of Completion
- Portfolio-Ready Final Project
- Private Group for Post-Course Support