

AI-POWERED SOCIAL MEDIA MARKETING

Led by Mehwish Kehkashan, an experienced digital strategist

Overview

Social media is no longer just about posting content – it's about building brands, creating engagement, and driving real business growth. This program is designed to help beginners and aspiring marketers develop practical, in-demand social media marketing skills using modern strategies, analytics, and AI-powered tools.

From content creation and platform growth to media planning and reputation management, learners will gain hands-on experience in building and managing impactful social media campaigns across major platforms.

Modules

➔ Module 1: Introduction to Social Media Marketing

- Understanding social media marketing fundamentals
- Importance of digital presence and branding
- Overview of major social media platforms

➔ Module 2: Strategy Building

- Creating social media marketing strategies
- Setting goals and identifying target audiences
- Building brand positioning and messaging

➔ Module 3: Platform Mastery

- Growth strategies for Meta platforms
- LinkedIn marketing techniques
- YouTube growth and engagement strategies

Modules

➔ Module 4: Content Planning & Creation

- Creating content calendars
- Developing engaging and scroll-stopping content
- Writing captions and content hooks

➔ Module 5: Media Planning & Advertising

- Understanding paid advertising basics
- Running social media ad campaigns
- Optimizing ads for better performance and lower cost

➔ Module 6: Analytics & Competitor Research

- Tracking performance metrics and insights
- Understanding audience behavior
- Conducting competitor analysis and benchmarking

➔ Module 7: AI for Social Media Marketing

- Using AI tools for content generation
- Creating captions, ideas, and campaign concepts with AI
- Improving workflow and productivity using AI

➔ Module 8: Reputation Management

- Managing comments and audience interaction
- Handling reviews and negative feedback professionally
- Building a positive online brand presence

LEARNING OUTCOMES

By the end of this program, participants will be able to:

- ➔ **Build effective social media marketing strategies**
- ➔ **Create content calendars and engaging social media content**
- ➔ **Understand platform growth techniques for Meta, LinkedIn, and YouTube**
- ➔ **Run and optimize social media advertising campaigns**
- ➔ **Analyze performance metrics and competitor strategies**
- ➔ **Use AI tools like ChatGPT, Claude, Veo3, Kling AI, and Hygen**
- ➔ **Manage brand reputation, audience engagement, and online communication professionally**

PROGRAM DETAILS

FEE: PKR 20,000

DAYS: MONDAY - WEDNESDAY

TIME: 6PM - 8PM