

Social Media Marketing (organic) Course Structure



Lesson 1 : Social Media Landscape

First, it's important to understand the social media landscape. Plan your approach with the help of two popular frameworks and align your strategy with the customer journey.



Lesson 2 : Social Media Content

Each social media platform requires a distinct approach. In this lesson, you learn how to develop or adapt content for social media, how to make your content match the platform you choose, and how to create content that audiences will share.



Lesson 3 : Implement & Monitor Campaigns

Success in social media requires careful monitoring and management of your content and your audience. Social media management tools, like Hootsuite, can help you get the most out of social media.



Lesson 4 : Measure Impact

As with all marketing campaigns, you'll need to measure the impact of your social media efforts. Measure success in different platforms and learn the formula to predict virality.



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Course and become part of
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