



IMM Graduate School Online Short Course

# Social Media Marketing

▶ 4 fast-paced modules   ✓ 2 online assessments   ⌚ 6 weeks   Ⓢ Up to 20 verified hours contribute towards CPD Points

## You will learn:

### Introduction to Social Media Marketing

- Introduction to Social Media
- The Value of Social Media and the Importance of Content
- Introduction to Social Media Channels (Facebook, LinkedIn, Instagram, Twitter and TikTok)

### Planning, Measuring and Integrating Social Media Campaigns

- Planning for Social Media Campaigns
- Measuring Social Media Activities
- Understanding Paid vs. Organic Traffic
- Integrating Your Online and Offline Customer Journey

### Social Media Page Set Up and Copywriting

- Setting up Social Pages: Facebook, Instagram and Twitter, LinkedIn and YouTube
- Copywriting basics
- Copywriting for social media

### Building Customer Loyalty, Planning and Creating Social Content

- Using social media to improve customer loyalty and advocacy
- Content planning
- Basic design with Canva
- Creating social content

## About this short course

Social media marketing refers to the process of gaining traffic or attention through social media channels. This course includes a detailed introduction to Instagram, LinkedIn, Facebook, Twitter, YouTube and TikTok. As a marketer you will need to identify which of these, and others are the most suited to your business. You also need to understand some key terms used in social media marketing such as the difference between organic and paid reach and the different types of social media available such as paid, owned, earned and shared media.

Planning social campaigns requires a structured approach. You will learn about ways to plan, implement and measure your campaigns using results like reach, impressions, fans and followers, page views, mentions, and share of voice. You will also come to understand concepts like click-through rates, cost-per-click, cost-per-thousand, conversion rate, cost per conversion and return on ad spend, as well as how to calculate each of them.

Throughout this course you will learn how good content supports Search Engine Optimisation. You will also as a practical assignment get to set up your own business pages on the world's largest social media platforms - Facebook, Instagram, Twitter, LinkedIn and YouTube.

Once your social media business pages are set up, you will need to post content to them. To do this effectively, you need some basic copywriting skills. As a Social media marketer, you not only need to know how to write but must also be aware of the type of content that is appropriate for each social media platform. What applies to one may not apply to the other. Good content helps to educate your prospects and generates awareness for your brand.

You also can't always rely on others to create your content for you. In today's fast paced digital marketing environment, you may be called upon to create your own content in a very short turnaround time. That's why in this course we teach you some basic design tips and introduce you to a tool called Canva which will have you creating content all by yourself in no time. Canva is a tool with easy-to-use features and functionality that anyone can use to create a variety of content.

To round off your knowledge of content marketing, we give you a detailed breakdown of all the different types of advert formats across Facebook, Instagram, Twitter, LinkedIn, and YouTube. We also provide you with some quick links to some of the latest guides so that you can expand on this knowledge. Whether you are a business owner, working in an agency or a marketing manager needing to brief an agency, knowing these different formats, sizes and requirements can be what sets you apart.

**R5,500 including VAT**



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