

## About the course:

Social media marketing is a worthwhile investment and a useful business tool, but how can you make it work for you? In this course, marketing consultant Brian Honigman guides you through what you need to know. Learn how to develop a plan to guide your social media activities. Find out how to use reporting to better direct future social media activities and demonstrate your results to stakeholders. Explore the value of crafting personas, choosing the right social networks, and publishing engaging social content. Discover ways social media can help you interact with customers. Go over how to foster social media partnerships and set up successful creator campaigns. Plus, learn how to experiment with social media to stand out consistently.

**This course structure provides a comprehensive foundation in social media marketing, covering both strategic and practical aspects**

- Overview of Social Media Marketing
- Social Media Platforms Overview
- Setting Social Media Goals
- Target Audience Identification
- Content Strategy for Social Media
- Engagement and Community Building
- Paid Advertising Overview
- Ad Content Creation
- Introduction to Analytics Tools
- Key Performance Indicators (KPIs)
- Understanding Influencer Marketing
- Managing Influencer Relationships
- Social Media Compliance and Ethics
- Emerging Trends in Social Media Marketing