**Ch-1 Introduction to Social Media Marketing**

* Introduction to Social Media and Social Media Marketing
* Social Media Marketing Platforms
* Benefits of Social Media
* Importance of Social Media
* Role of Social Media in today’s world
* Which Social Media Platform useful in Marketing

**Ch-2 Facebook**

* Introduction to Facebook
* Basics of Facebook
* How to create Facebook Page
* What type of content to post on Facebook

**Ch - 3 Instagram**

* Introduction and detail study of Instagram
* Introduction to Instagram
* Importance of Instagram
* Why Instagram?
* Right Time to post on Instagram
* What type of content to post on Instagram
* Creating Profile on Instagram
* Choosing correct username
* Creating highlights
* Optimizing profile and adding CTA
* Why Instagram is so popular
* What type of business shall prefer Instagram

**Ch - 4 LinkedIn**

* LinkedIn, its benefit and uses
* Introduction to LinkedIn
* Importance of LinkedIn
* Creating Company Page
* Optimizing Company Page
* Adding CTA, Cover Page and Profile
* Optimizing description based on keywords and phrases
* What type of content to post on LinkedIn
* Why LinkedIn
* Reason to focus on LinkedIn and which business shall focus on LinkedIn
* Right time to post on LinkedIn

**Ch-5 Twitter**

* Introduction to Twitter, its Benefits and uses
* Introduction to Twitter
* Basics of Twitter
* Why Twitter
* How to Create Twitter Account
* How to Create Twitter Business Account
* What type of content to post on Twitter
* Who shall use Twitter
* What is the correct time to post
* What type of content to be Retweeted

**Ch-6 Understanding other Platforms**

**Ch-7 Differences between the Platforms**

**Ch-8 Do’s & don't to Use each Platform**

**Ch-9 More info for the Advance Course**