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Learning Style: On Demand

Technology:

Difficulty: Beginner

Course Duration: 13 Hours

## Social Media Strategist



### About this course:

Social media strategists are specialists at overseeing web networks. They see how to distinguish target clients who may be keen on a specific service or product and detail ways for organizations to arrive at those clients. This course includes the way of turning into a social media strategist. Understudies will find out about the

conducting and auditing market analysis, the rise of social media, creating the social media policy, setting goals and selecting platforms, and incorporating marketing strategies. Also, they will find out about popular platforms, developing effective content, managing the community, launching successful campaigns, analyzing and reporting, customer service, and measuring.

The normal pay for online life strategist is \$48,453 annually.

## **Course Objective:**

After finishing this course, learners will have a working experience of:

- Selecting Platforms and Setting Goals
- Conducting Market Analysis
- Measuring, Analyzing and Reporting
- Auditing Social Media
- Developing Effective Content
- The Rise of Social Media
- Launching Successful Campaigns
- Creating the Social Media Policy
- Integrating Marketing Strategies
- Providing Customer Service
- Understanding Popular Platforms
- The Social Media Strategist Career
- Managing the Community

## **Audience:**

This course is designed for:

- Medium-sized and Small business owners of every sector
- Managers non-profit sector
- Self-contained managers of a business unit, like imprints in bigger distributing houses

## **Prerequisites:**

An essential comprehension of social media.

## **Recommended prerequisites courses:**

Introduction to Social Media for Business.

## **Course Outline:**

### **Course Introduction**

### **Lesson 01 - The Rise of Social Media**

**Lesson 02 - Conducting Market Analysis**

**Lesson 03 - Auditing Social Media**

**Lesson 04 - Setting Goals and Selecting Platforms**

**Lesson 05 - Creating the Social Media Policy**

**Lesson 06 - Integrating Marketing Strategies**

**Lesson 07 - Developing Effective Content**

**Lesson 08 - Understanding the Popular Platforms**

**Lesson 09 - Launching Successful Campaigns**

**Lesson 10 - Managing the Community**

**Lesson 11 - Providing Customer Service**

**Lesson 12 - Measuring, Analyzing and Reporting**

**Lesson 13 - The Social Media Strategist Career**

**Course Conclusion**

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