

Social Media Marketer

- 1- Refund Policy
- 2- Course Outline
- 3- Cost (page 11)
- 4- Payment Methods (page 11)

Learn N' Digital cancellation and refund policy:

Learn n' has the objective to make all the attendees satisfied, so if you decide not to complete a course or start the program, it can be refunded in case of cancellation.

In the case of cancellations prior to the course start, the refund policy will apply:

- 2 days or more before course commencement: 100% of total fees refunded,
- Less than 2 days before course commencement or attended one session : 80% of total fees refunded
- Attended two sessions : 50% of total fees refunded
- More than 2 sessions attended: No refund.

Course Sections

The Program will be comprehensive, with case studies and practical workshops.

001 - SMM Track

Marketing introduction

- Marketing definition
- Traditional Marketing Tools
- Emirates Case study

- Airarabia Case study
- Nokia Case study

Marketing Umbrella

- Marketing Research
- STP
- Niche Market
- Marketing Mix
- CRM
- Promotion
- ATL - BTL - Through The Line Promotion

Digital Marketing

- Digital Marketing Umbrella
- Digital statistics
- Digital in Egypt 2019

Introduction to Social Media

- Social Media statistics
- Social Media in Egypt 2020
- Types of Social Media
- Social media trends 2020

Social Media analytics

Social media monitoring process

- Role of SM Monitoring in your plan
- Gathering Insights, Social Media Monitoring & Reporting
- SM Monitoring tools
- Facebook page insights
- Twitter analytics

● Social Media Listening

- Social Media listening tools.
- Brand Reputation Management.
- Secure your brand.
- Workshop

● Crisis Management for Social Media

- Brand Reputation Management
- Crisis Assessment
- How to monitor your crisis.
- Responding to a Crisis.
- Set your crisis plan in the most effective way with different scenarios
- Case Studies.
- Workshop.

● Buyer Persona

☑ Social Media Management:

- Facebook posting tips
- Top Tactics to increase ER on IG
- Increase Twitter Engagement tips
- Increase LinkedIn Engagement tips
- Increase Snapchat Engagement tips
- Social Media Monthly Report
- ER Formulas
- FB Edge Rank
- Social Media Management Tools
- Facebook Messenger Chatbot
- Digital Marketing Team Roles
- How to create your social media strategy

002 Social media ads Track

☑ Buyer Journey

- Online Buyer Journey
- Content Through the Buyer Journey
- Online Advertising Terminology

☑ 01. Facebook & Instagram Advertising

Goals for Facebook Business Pages

How are Facebook Business Pages performing in 2020?

Social Media Advertising Trends 2020

☑ Technical camping Steps

● Planning

- Facebook Audience Insights
- competitor analysis tools
- Social Media Advertising Trends 2020
- Social Media Metrics “Advertising Objectives “

● Content

- Intro to digital Content Creation
- Content Checklist
- Write Powerful Facebook Ad Headlines
- Pro tip Write Successful Facebook Ads
- Content Creation Tools
- Tools to design without Designer

● Optimizing

- Facebook Business Manager
- ADS placement
- Facebook ads: Boost POST
- Facebook Ads: ads Manager
- Facebook ads types
- Facebook Campaigns setup

Running ads:

- Setup & Creation.
- Targeting.
- Geographic Targeting.
- Demographic Targeting.
- Behavioral Targeting.
- Interests Targeting.
- Budget / Bidding.
- “custom audiences” ads
- Tips & Tricks.

Split-testing

- A-B testing Best practices
- Problems with split-testing
- How to Be smart about your A/B test?

Ads Equations

Choosing the Right Advertising Objective

Video Views Workshop:

- Video Views Campaign Setup
- 5 Tips To Increase Conversions Through Facebook Video Ads
- 13 VIDEO CREATION APPS you SHOULD USE it IN 2020

Lead Generation Workshop:

- Lead Generation Campaign Setup

Facebook Audiences

Pixel Code

FB ADS Reporting

☑ Instagram Advertising:

- Business account Setup.
- Why we using Instagram for business
- Instagram insights.
- Type of Instagram ads
- Campaign planning process
- Instagram insights and reporting
- Instagram marketing tools
- Workshop

☑ Twitter marketing game plan

● Before Start

- Twitter world insights
- Twitter arab world insights
- Twitter Egypt insights
- Top 10 Categories' Fan-base
- Across Different Platforms
- Twitter interface
- THE ANATOMY OF A TWEET
- CREATE A TWITTER BUSINESS PROFILE

● Building Your Twitter marketing game plan

- Why use Twitter and some statistics
- Biggest mistakes people make on Twitter
- Create a killer Twitter marketing plan and daily schedule
- The Twitter Basics & Optimizing your Twitter
- What to Tweet & How to Interact on Twitter
- Twitter Hashtags & Trends
- How to Grow your Twitter Following!

● **Twitter Ads**

- Setting up a Twitter Ads Account & Types of Twitter Ads
- Twitter Audience Manager & How to Install Universal Tag
- Twitter Ad Campaigns Original View for GREATER Targeting
- Twitter ads: how to get more followers
- Twitter ads: how to get website traffic
- Twitter Conversion Tracking & Remarketing
- Twitter Ads - Tweet Engagements
- Twitter Ads - Clicks & Conversions
- Twitter Ads - App Installs & App Engagement
- Twitter Ads - Followers
- Twitter Reporting & Analytics
- Pinned Tweet Hack and the Best Twitter Tools

● **Tools for Twitter marketing**

- A tool for Twitter growth and unfollowing
- A tool to find and follow Industry influencers
- A tool to search Hashtags
- A tool to analyze Hashtags before using
- A tool to post and schedule Tweets and other social media updates
- Bulk upload and schedule Tweets - Save time and be more productive

☑ **LinkedIn Marketing**

● **LinkedIn Marketing Basics**

- LinkedIn Statistics & Facts 2020
- Terminologies
- Individual Account vs Recruiter Account
- Company Pages vs LinkedIn Group
- Guide to Setting Up your LinkedIn Company Profile
- the Power of LinkedIn
- Company Page Best Practices
- Create a simple LinkedIn marketing plan

- LinkedIn Plan

● **Content for LinkedIn**

- Optimize your settings and contact information
- Create a memorable headline
- Craft an amazing summary for your LinkedIn
- Add work experience on LinkedIn profile
- LinkedIn Headline
- Build your personal brand and become an expert
- How to publish articles and become a thought leader
- Build relationships using LinkedIn messaging

● **LinkedIn ADS**

- Why should I advertise on LinkedIn?
- Create your first campaign
- Build your target audience
- LinkedIn Sponsored Content
- Sponsored Content Best Practice
- LinkedIn Text Ads
- Text Ads Best Practice
- Sponsored InMail
- Sponsored InMail Best Practice
- Sponsored InMail Gallery of Examples

● **Generate Leads**

- Find new business leads using LinkedIn marketing
- LinkedIn email extractor - tools to find emails from LinkedIn
- LinkedIn company pages 101
- LinkedIn Ads - Create LinkedIn sponsored inMail to get leads
- LinkedIn Leads

☑ Snapchat

● Snapchat intro

- Snapchat Statistics
- Snapchat Audience
- Features Available on Snapchat
- Snapchat for business

● Snapchat Ads

- Snapchat Ads Matrix
- Buy Types
- Ad Formats
- Placements
- ATTACHMENTS
- Snapchat ADS
- Sponsored Geofilters
- Sponsored Lenses
- Snap Ads

● Snapchat Strategy

- Developing a Strategy to Market on Snapchat
- How to Track Results on Snapchat
- Best Practice for Marketing on Snapchat
- Snapchat Targeting 101

☑ TikTok

- A Brief History
- TikTok Audience
- Brands on TikTok
- Platform introduction
- How to setup account
- TikTok Ads options
- TikTok Targeting

- TikTok Campaign setup
- TikTok Campaign Metrics

003 Content Creation Track

- Briefing
- POC
- Steps of creating a POC.
- 10 Quick Tips on Content Marketing
- CONTENT MARKETING Guidelines
- Content Discovery & Ideas Tools
- Content Curation & Creation Tools
- Benefits of content marketing
- Content Marketing Types
- Content Creation Process
- Content Creation Publish Process
- kinds of content
- Hashtag Dos Don'ts for a Better Social Media Marketing Strategy
- social media post ideas
- Vertical Videos for social media
- Tips for Eye Catching Images That Grab Attention
- Question before creating Content Strategy
- Content lovers
- News Jacking VS Real Time Marketing
- Tip For Using News Jacking
- Steps To Create Perfect Social Media Content Strategy
- social media calendar
- Copywriting Formulas

004. Agency Creative Brief Workshop

- What is an Agency creative brief

- How to understand and use the brief
- How to work on a professional proposal from A to Z
- How to pitch your ideas.

Cost

- **Regular:** 6000 EGP
- **Early Bird:** 5000 EGP

Payment Methods

حساب: CIB

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You can pay form the ATM without card

رقم فودافون كاش: Vodafone Cash

0100 65 38 538

البريد:

وفيق محمد أحمد الحسيني

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