



SOCIAL MEDIA MINDS



DIVISION OF DMTI SOFTPRO



Batch Conducted at Andheri - Thane - Dadar - Matunga Rd West

Dadar: Address : B/2, Vimal Udyog Bhavan, 1st Flr, Nr BPL Mobile, Opp. MOVIE TIME Cinema, Nr Yashwant Natak Mandir, 5 Min from Matunga Rd West Stn, 15 Min from Dadar West, Mumbai- 400016.

Andheri Address : PEARL PLAZA, 704, 7th Floor, Just Outside Andheri West Station, Masjid Gali, 1 Min Walk from Andheri West Station. **Thane Address :** 2 Min Walk from Thane Station. 401, Shreeji Ashish Society, Lohar Ali Rd, near Bhanushali Hospital, Thane West.



[9833900110 / 9833900330 / 9833900335](https://www.socialmediaminds.in)
www.socialmediaminds.in | www.dmti.mobi



SOCIAL Media + CONTENT Writing + Digital Strategies

ADVANCE Social & Content Marketing Diploma



SPECIAL OFFERS

All Inclusive Fee

Rs. 8,550

for 16 Modules

Limited Online Offer

Save Rs.16000

Original Fees

Rs. 25,200



ALL INCLUSIVE

- ✓ 34 Hours
- ✓ 3 Certificates
- ✓ 16 Modules
- ✓ 2 Printed Books
- ✓ Gold Subscription Digital Library
- ✓ CSMP Certification

16
Modules

2020
SYLLABUS

Social Media Marketing Course (7 Modules)

Duration 21 Hours

Fees ~~12,550~~ - Early Bird Offer - Rs. 9550

Live Online Training: You Pay Rs 5,550 Module 1-7

Module - 1 Facebook Marketing

Module - 2 Business Facebook ADs & Remarketing

Module - 3 Instagram ADs & Optimization

Module - 4 Twitter Marketing

Module - 5 LinkedIn Self Promotion & Business Marketing

Module - 6 YouTube Channel Marketing

Module - 7 Pinterest

Option-1 Fees 5,550 for 7 Social Media Modules

Special "lockdown offer"



Option-2 Fees 8,550 - only for ALL 16 Modules

Special "lockdown offer"

Extended 2020 Syllabus (ALL 16 Modules)

Duration 34 Hours

Fees ~~25,200~~ ~~16,551~~ - Early Bird Offer ~~14,551~~ **now** Rs. 8550

[Includes 16 Modules : Social Media Marketing, Content Tips & Management, Digital Marketing Strategies, Email Marketing, Wordpress (In ALL 16 Modules)]

Fees are All Inclusive of GST, Notes, Certificates ..etc.

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"Tell me more..."

Give me some more details"

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4.7/5 CUSTOMER REVIEWS

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Social Media Marketing + Content Writing + Marketing with Digital Marketing Strategies

This exhaustive course makes you a master in Social Media Marketing,
Content Creation includes an integral part of Digital & Social Media Strategies

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BEST
VALUE

16 Modules

A **Unique Course - Never before, EXTENDED 2020 SYLLABUS 16 Modules** - a course which covers Digital strategies with Content Writing Management & Social Media Marketing (includes 7 Modules) .

“ The Integrated Social Media, Content Management & Digital Strategies Course ”

This exhaustive course not only makes you a master in Social Media marketing **but also covers** Content Creation and Management Course, an integral part of a Digital & Social Media Expert.

SOCIAL MEDIA MARKETING DIPLOMA
FACEBOOK & INSTAGRAM ADS CRT
CONTENT MARKETING | WRITING TIPS
DIGITAL MARKETING STRATEGIES
SEO COPYWRITING

3 Certificates

Call for Timings & Availability

‘Exclusive’ LIVE Batch - “Limited Seats”

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LIVE Online Training: Fees Rs. 8550

for all 16 Modules

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 - ☑ Content Writing Diploma
 - ☑ Social Media Marketing Diploma
 - ☑ Digital Marketing Strategies
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Extended 2020 Syllabus: Social Media Mktg, Digital Marketing Strategies, Content Tips, Blogging, Content Marketing (16 Modules)

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Course Contents - 16 Modules include:-

Details & Topics Covered :

1. **Social Media Optimization** - Essentials & Advanced.
2. **Facebook Marketing PPC** - Creating Ads, Campaigns, Promotions, Re-marketing.
3. **FB Engagement** - FB Marketing & Engagement hooks, pitches & tools.
4. **YouTube Marketing Social Media**- Creating Channels, Video SEO, Creator Studio, Video Editing.
5. **Viral Content Marketing**
The Psychology, Types & behaviour of Viral Marketing.
6. **Content Writing** - Processes & Principles, Story Telling Techniques, Practical Worksheets..etc.
7. **WordPress Blogging**
Writing for Blogs, Monetizing your blog, ORM.
8. **LEAD Magnets** - Digital Strategies, Compel & Convert Strategy. Scarcity & Urge analysis.
9. **HEADLINES & CTR**
Increase Click through Rate with Magnetic headlines.
10. **Email Marketing** - Templates, Tracking, Reporting, Integration & Converting.
11. **SEO COPYWRITING** - Search Engine Optimization, Keyword Research, On Page Optz ..etc.
12. **Content Marketing** - Distributing, Promoting.
13. **INSTAGRAM STRATEGIES** - Managing Ads, Trends, Do's and Don'ts of Marketing..etc.
14. **Linkedin Ads** - Campaign, Marketing Strategies etc.
15. **Design Graphics** - Create your Graphics for Social Media.
16. **Video Creation** - Create Professional Videos for CM

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Social Media Marketing

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SOCIAL MEDIA MARKETING COURSE teaches you how to advertise, promote and manage your social media campaigns. Social media course teaches you to identify your target audience, create engaging and share-worthy content and finally integrate your social media with all other aspects of your online presence.

Definition Of Social Media Optimization

TYPES OF SOCIAL MEDIA - Key terms to understand - How Social Media influences audience & Google, Integrating social media into your website and blogs, How to choose right social media for your business/brand.

Facebook Marketing & Remarketing

Facebook allows you to connect, communicate and educate your prospected audience in an individualized way which is not possible with websites and blogs."

Facebook is still growing rapidly, so businesses and marketers like to add Facebook into their advertising strategies to target customers and promote their brands.

Most marketers are involved with Facebook and 83% of them says that Facebook is really crucial for businesses.

Why you should definitely use Facebook for business.
How your business can get the most out of Facebook.

- Facebook Pages
- Facebook Groups
- Facebook Apps
- Facebook Events
- Facebook Ads
- Facebook Audiences
- Facebook Pixels, REMARKETING
- Facebook Automation Tools

MARKETING ON FACEBOOK

- Using twitter for business /brands
- FACEBOOK Marketing
- Creating facebook pages
- How to promote facebook pages
- How to advertise on facebook (PPC)
- Creating FAN-Page for Business
- How to boost post with PPC
- Setting up Campaigns
- Video Ads in Facebook - PPC
- Targeting the Right Audience
- In-page Analytics / **FACEBOOK Analytics**

 **Facebook**
Marketing

FACEBOOK has **2+ Billion** monthly active users, an increase of 13% year over year

Facebook has **2.01 billion mobile users**, and **1.2+ Billion Mobile daily active** users. This means about 65 percent of Facebook's members use the service daily, and 64 percent of its mobile members use it daily.

4.5 billion Likes are generated daily, meaning **there are 3.1 million likes every minute.**

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Instagram Marketing

- What is Instagram all about?
- What can Instagram do for your Business?
- Instagram Marketing Facts to Consider
- Instagram Walkthrough & Case Studies
- Marketing on Instagram – Step by Step
- Set up Instagram for business, creator
- Your **Instagram business settings**
- Posting and Sharing
- Instagram Stories
- Instagram **Advertising**
- Types of Instagram Ads



Pinterest Marketing

As a brand, your objective is to be 'one of those brands' that people follow and to use this as a prime opportunity to show off your products, your services and your website so that you get more visitors and more business.

Introduction – Why is **Pinterest** So Powerful

Pinterest: The Basics

Marketing With **Pinterest**

Building Your Brand

How Marketers Use **Pinterest**

Features for Marketers

Pinterest Marketing Techniques

Using Rich Pins, Widgets, Chrome Plugins

How are Businesses Actually Using Pinterest?



Google Business Account

GOOGLE PLUS FOR BUSINESS

- Creating Business Page
- Manage settings & admin for Google+ Page
- Learn Marketing tools for online marketers
- Creating POST, Managing Events, Setting Schedules,
- Getting Published on Search NETWORK...etc.



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Social Media Marketing

Youtube Marketing

YouTube is the most favored video sharing social media platform. It was created in 2005 by Steve Chen, Chad Hurley and Jawed Karim.

In 2006 YouTube was acquired by Google. It has transformed the overall outlook of television advertisement and other video networks with an overwhelming influence.

YouTube is crucial for businesses and marketers, because it has a huge database of users. Hence, you get the chance to broaden your brand message extensively. According to Alexa Rank, it is the most visited website, after Google and Facebook.

More than 1 billion unique viewers visit YouTube every month. YouTube is a zero cost video hosting site which permits its registered users to watch, upload, share and store video, as well as subscribe to channels.

Why you should definitely use **YouTube** for business.
How your business can get the most out of **YouTube**

- YouTube Channel
- YouTube Creator Studio
- YouTube Upload
- YouTube Analytics
- YouTube Editor
- YouTube SEO
- YouTube Ads

You Tube Marketing

Advertise your videos

To advertise your brand, you can utilize the tools available directly from YouTube. Include a call to action to motivate viewers to comment, like and share among their network. Add a video on your website and a blog. Share YouTube video links with your current customers. Use SEO strategies to get listed in Google, Yahoo, and Bing. Advertising assists you in increasing the sales of your business.



YouTube FACTS is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively.

Average time spent on **YouTube** per mobile session is 40 minutes.

4 billion videos are viewed worldwide in a day



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Twitter Marketing

TWITTER is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.

- How to increase your Followers
- Find and follow others
- Connecting your mobile
- BUILD A VOICE: Retweet, reply, react
- MENTION: Include others in your content
- GET FANCY: Explore advanced features
- Successfully marketing Campaigns on Twitter
- Followers Target, Lucky Hashtag, Retweet To Win
- Hashtag & Link Tweeting,
- Promoted Account, and Promoted Tweets



twitter
marketing

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Linkedin Marketing

LinkedIn is the largest business oriented social platform, which was established in 2003. Its prime objective is to permit existing users to create a network with those they know professionally. It is particularly utilized to exchange ideas, information, and opportunities.

1.3 million Small business owners are on **LinkedIn** to gain new customers, enhance online presence for their business, generate leads and build their brand awareness. **LinkedIn ads** can also assist you to get potential customers with a minimum budget of \$10.

LinkedIn is a social media network that is specifically developed for businesses professionals. It permits you to connect with other users and exchange or share business related information around your networks.

- LinkedIn SlideShare
- LinkedIn Ads

Linked in
MARKETING 2.0
MADE EASY

INCREASE ROI FOR
YOUR BUSINESS

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EMAIL Marketing

Course will cover how to use tools, templates, implementation and tracking in order to achieve the best possible Email Marketing results.

EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email & Creative Newsletters with Various Themes!. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

Best Email Marketing practices

Learn to attract the defined target audiences and establish their information needs. Learn How to use bulk emails..etc.

Email Marketing Campaigns

Design, build and create an email template for communication with your audience as well manage your email marketing campaign to get leads.

Email Template Design

Learn to use designs and solutions to improve email success. Training will help you bring your message to life and increase your target audience engagement with your brand.

Tracking & Reporting

Receive granular reporting on the key aspects of your campaign such as who clicked through your email to your site, where they clicked and who converted.

Digital Strategies

Digital Marketing Strategy

Start your own Digital Marketing Agency. Learn to pitch to clients & convert them.

- 1, How to Start a Digital Marketing Agency
2. How to Pitch to your clients, prove Digital Marketing is superior
3. Where do I get my clients from, places and areas to look for?
4. Target Oriented Marketing - Impress with Analytics
5. Approach and Strategies to Convert Your prospective clients
6. Business Extensions with Upsell & Selling multiple products

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Content Marketing & Planning

Infographics CONTENT MARKETING are a visually compelling communication medium that done well can communicate complex data in Why Include Infographics in your Content Marketing Strategy? Cause most of the Infographics tend to get viral and help in search engine ranking . An infographic that is linked and compelling by its nature will drive traffic to your website band blog as people “share” and “click”.

A visual format that is potentially viral. They take deep data and present it in a visual shorthand. “Infographics” is one efficient way of combining the best of text, images and design to represent complex data that tells a story that begs to be shared. Content Marketing, Represent Complex Data, Marketing Trend is Best Marketing Trend for 2017

Viral Marketing

1. WHY DO people share ?
2. What makes a Content Viral ?
3. How to create Content that gets shared
4. Top 5 Types of Content that go Ga.Ga.Ga
5. Psychology of Viral Marketing
6. Case Studies of Viral mind

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List Building techniques

Introduction To Your List Building Tools

How To Design Your Squeeze Page For Maximum Conversions

Split Testing Your Squeeze Pages

Setting Up Your Broadcast Schedule

Launching Your List Building Campaign

List Building Resources

A Swipe File - Conclusion

Creating a Blog in WORDPRESS

USING WORDPRESS FOR CREATING A BLOG

Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible.

Add Categories, Posts and Comments.

Easily build a blog on WordPress

Customizable, Mobile-ready designs and themes

With hosting and support from Wordpress.

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