

## SOCIAL MEDIA MARKETING

**R1700.00**

### COURSE OVERVIEW

**Social media** is a new way to use the web. It's a trendy term to describe a new kind of mass media. It involves both listening, and talking. Blogging, tweeting, 'friend request' and fan pages. The lexicon of the modern world. Twitter is all the rage. **Facebook has over 1 billion users.** Anyone that has a product or service must be on these social channels.

Our **Social Media Marketing course** will teach you how to create all the accounts, how to **customise different pages** and how to fully **take advantage of these social networks.** You will learn how to integrate the different feeds into your or your clients websites. Being able to **build custom Facebook pages** is a well sought after skill.

### WHO IS THIS COURSE FOR?

Anyone interested in **learning how to market any business using social network websites.** Web Designers that want to **offer social network marketing as a service.** Business owners that wants to manage their own social identities. Anyone wanting to **learn Social Media Marketing.**

### WHAT YOU WILL LEARN

- Social Network Marketing Introduction
- Importance of Social Authority
- Facebook Marketing Techniques
- Twitter Marketing Techniques
- YouTube Marketing Techniques
- Pinterest
- Building a Complete Website
- Basic Search Engine Optimisation
- Social Sharing and 3rd Party Integration
- Social Media Management Tools

### ASSUMED KNOWLEDGE

For this **Social Media Marketing** Course you must have a working knowledge of **HTML & CSS** as we use it a lot in this course. We will assume basic knowledge of using the internet. You should have a basic working knowledge of using either Windows or Mac systems. You should be familiar with popular Social Channels.

### COURSE MATERIAL

We typically supply detailed course notes or a reference text, or in some cases both. We provide sufficient supporting material so that you can return to your work place with sufficient confidence to permit further learning. We also supply all source code and a great collection of digital web design books. 90 days unlimited support by phone or email. You also get lifetime support through our Resource Center.

**FOR MORE INFORMATION VISIT US AT**

**[www.webdesignacademy.co.za](http://www.webdesignacademy.co.za) | [info@webdesignacademy.co.za](mailto:info@webdesignacademy.co.za)**