



## SMO Course Content

### ➤ Facebook Marketing?

- Importance of facebook in branding a product
- How can facebook leverage the business
- Facebook user profile creation
- Page creation
- Group creation
- Advt creation
- Event creation
- Facebook updates
- Facebook resources
- Facebook top 15 brands case study
- Facebook API integration
- Facebook layout
- Facebook hidden buttons.
- Facebook tricks
- Facebook content creation strategy
- How to improve likes ,share and comments
- How to build brand on facebook
- Facebook budget management
- Hash tags
- Facebook advertising
  1. Sponsored posts
  2. Sponsored stories
  3. Sponsored events
  4. Sponsored likes

### ➤ Twitter Marketing

- Importance of twitter in building brand and business
- Fan engagemnt in twitter
- Creation of twitter profile
- Writing search engine content as bio for twitter
- Hash tags
- How to engage with users on twitter
- How to integrate twitter with other social networking sites
- Case studies on twitter

### ➤ Linked in Marketing:

- What is linked in?
- How is linked in important for business?
- Role of linkedin in getting brand promotion
- Role of linked in human resource department
- Profile creation
- Company page creation
- Group creation
- User engagemnt

### ➤ YouTube Marketing:

- Creation of user profile
- Creation of company profile
- Integration of social buttons



- How to post videos
- How to give keywords to appear video on search engine
- Video advertising

- Importance of blogging in digital marketing

### ➤ **Social book marking**

- What is social book marking?
- How is it helpful in branding and help in search engine optimization?
- Slide share
- Scribd
- Stumble upon
- Digg
- Delicious
- Pininterest
- Instagram
- Flicker
- Article submission
- Press release

### ➤ **Blogs**

- Creation of blogs
- Word Press
- Creating pages
- Creating categories
- Adding posts and images