



## COURSE BROCHURE

# Social Media Marketing Course Training

Plan content, grow audiences and run Meta Ads: a complete social media marketing and management program.

**1.5 months**

DURATION

**Live**

ONLINE CLASSES

**Rs 15,000**

TOTAL FEE (OFFER)

**Final**

PORTFOLIO PROJECT

## COURSE OVERVIEW

SODM's Social Media Marketing Course Training is a 1.5-month practical program covering strategy, audience research, content planning, platform-specific marketing, branding, Meta Ads, analytics and AI tools.

You create a content calendar, branded creatives and a Meta Ads plan, and finish with a complete campaign project you can present to clients.

## SKILLS YOU WILL BUILD

- ✓ Social media strategy & audience research
- ✓ Branded posts, carousels & Reels
- ✓ Meta Ads campaign planning
- ✓ Influencers, community & lead generation
- ✓ 30-day content calendars
- ✓ Facebook, Instagram, TikTok, LinkedIn & YouTube
- ✓ Analytics, UTM tracking & reporting
- ✓ Freelancing & client reporting

## TOOLS AND PLATFORMS

Meta Business Suite

Meta Ads Manager

Canva

CapCut

Meta Pixel & Conversions API

Google Analytics 4

AI content tools

WhatsApp: 0331-144 2999

## MODULE 01

### Introduction to Social Media Marketing

Understand how social platforms work for business, and set goals and a marketing strategy for a brand.

## MODULE 02

### Audience Research, Content Strategy & Planning

Research audiences and competitors, define content pillars and plan a 30-day content calendar.

## MODULE 03

### Platform-Specific Marketing

Market on Facebook, Instagram, TikTok, LinkedIn and YouTube using Meta Business Suite and each platform's best practices.

## MODULE 04

### Content Creation & Branding

Create branded posts, carousels, Reels and short videos with Canva and CapCut, and distribute content to grow reach.

## MODULE 05

### Paid Social Advertising

Set up and optimise Meta Ads campaigns with Ads Manager, audiences, creatives, budgets, Meta Pixel and retargeting.

## MODULE 06

### Analytics & Marketing Optimization

Measure performance with platform insights, UTM tracking and Google Analytics 4, and turn results into clear reports.

## MODULE 07

### Advanced Marketing, Influencers & AI Tools

Work with influencers and communities, build lead-generation funnels and use AI tools for ideas, copy and reporting with human review.

## MODULE 08

### Final Project

Complete a full campaign project with a content plan, creatives, a Meta Ads plan and KPIs.

## Your Final Marketing Campaign

Choose a business and deliver a full social media strategy, creatives, Meta Ads plan, KPIs and a presentation.

- ✓ Social media and competitor audit
- ✓ Target audience and buyer persona
- ✓ 30-day marketing strategy and content calendar
- ✓ Five to ten sample creative assets
- ✓ Meta Ads campaign structure and budget plan
- ✓ Lead generation or sales funnel
- ✓ KPI dashboard and reporting template
- ✓ Portfolio-ready campaign presentation

### Content systems

Pillars, calendars, captions and hooks.

### Create with Canva & CapCut

Posts, carousels, Reels and short videos.

### Paid social

Meta Ads Manager, targeting, Pixel and retargeting.

### Final project

A full campaign project with strategy, creatives and KPIs.

## Who should join

- ✓ Students and fresh graduates
- ✓ Beginners with no marketing background
- ✓ Business owners managing their own pages
- ✓ Freelancers adding social media services
- ✓ Content creators who want to grow

## Format

- ✓ Live instructor-led classes on Google Meet
- ✓ Recorded sessions for revision
- ✓ Hands-on practical tasks
- ✓ Certificate of completion

## Course fee

### LIMITED-TIME: 20% OFF THE COURSE FEE

Confirm offer validity and batch dates on WhatsApp.

### ONE-TIME PAYMENT

~~Rs 18,750~~ **Rs 15,000**

one payment for the full 1.5 months. No monthly or enrolment fee.

**How to enrol:** message us on WhatsApp 0331-144 2999 with the course name. We confirm the next batch date and seat availability.  
schoolsofdigitalmarketing.pk

We do not guarantee jobs, income or rankings. Outcomes depend on your effort and the market.