



*PROFESSIONAL CERTIFICATE IN*

# SOCIAL MEDIA MARKETING



## OVERVIEW

The Certificate in Social Media Marketing prepares you with the tools needed to plan, execute, and assess a comprehensive and effective social media campaign. Through a combination of case studies, lectures, projects, and simulations, you'll master the art of crafting an authentic and effective voice for your organization and community.

If you're interested in our Professional Certificate Social Media Marketing program, just know that the industry is in constantly changing. This means even the most experienced marketer is often restarting the adventure, over and over. You have an opportunity to learn the latest techniques with our social media marketing program. This program is designed, that it will be essential for the experienced social marketer and beginners alike. Our industry experts and social media practitioners, who bring real-world experience and expertise directly into the classroom.

## LEARNING OUTCOME

- ▶ At End of the course, you can navigate leading social media platforms
- ▶ You will learn to do Social media audit and Optimisation.
- ▶ You can able to create comprehensive social media strategies
- ▶ Implement Social media advertisin campaign
- ▶ Create compelling content for chosen brand and organisation for different channels.
- ▶ Measure and calculate ROI for social media efforts

**DURATION : 2.5 months**

**VENUE : Excellence  
Training Centre**

**PRICE: 3500 QAR**



## WHO SHOULD ATTEND ?

Anyone who wants to learn Social Media Marketing. Marketers, Business Owners, Advertisers. Freelancers and anyone who wishes to advertise in Social Media.

## HOW WILL YOU BENEFIT ?

Our industry experts and social media practitioners, who bring real-world experience and expertise directly into the classroom. By the end of the program, you'll understand how to create a compelling social media presence that engages audiences and drives impact.

## COURSE SYLLABUS

01. Social media marketing foundation
02. Marketing: Facebook for business
03. Marketing: Instagram for business
04. Marketing: LinkedIn for business
05. Marketing: Twitter for business
06. Marketing: Google + for business
07. Marketing: Snapchat for business
08. Content creation and marketing
09. Managing Online Community
10. Advertising : Facebook, Instagram, Twitter, LinkedIn
11. Social Media ROI

## CERTIFICATION

Upon successful completion Students will receive a **“Diploma in Social Media Marketing (LEVEL 4)”** from **OTHM(UK)** along with a Certificate from Excellence Training Centre. Students are required to pay £100 as a certificate fee for the certificate from OTHM.





# FOR INQUIRIES

## CONTACT US AT:

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(REGULAR CALLS OR WHATSAPP)

## EMAIL US AT:

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## OR VISIT OUR CENTRE AT:

44 BILAL BIN RABAH STREET,  
OPPOSITE TO AHLI SPORTS CLUB GATE NO : 1  
VILLA NO : 22, DOHA QATAR, QATAR

