

ADVANCED SOCIAL MEDIA MARKETING CERTIFICATION

Build Your Future, Grow Your
Career in Social Media Marketing

Build Digital Influence: Become
a Social Media Pro with **DigiAM**...



We Build Quality & Trust

Ministry of Corporate Affairs &
An ISO Certified Organization

For More Information:

 www.digiam.in





Welcome

DigiAM is India's trusted digital marketing & IT training company, and DigiAM works in 3 domains: training, development & placement. DigiAM offers certifications in various fields, including Digital Marketing, e-Commerce Marketing, Python, Video Editing, Data Analytics, Data Science, Graphic Designing, Web Designing, Web Development and etc. DigiAM delivers training to students, Job Seekers, business professionals, and entrepreneurs.

DigiAM has 5 offices in India, and we have trained more than 2978+ trainees. Our program course is specially developed by a group of more than 50+ experts coming from the area of Digital Marketing and the IT sector. And our mission provides quality training, and we build quality & trust.

DigiAM is powered by DigiAM India Pvt. Ltd., established in early 2016, and delivers certified digital marketing & IT training in India.

Who We Are?

DigiAM is a venture of DigiAM India Pvt. Ltd. We provide Digital Marketing & IT Training to Students, Corporats, Professionals, Entrepreneurs and Job Seekers...

Our Mission

Our mission is to provide quality education with 100% practical training at an affordable fee.

We work with IT industry experts to design and develop standards that define the IT skills and capabilities required of today's professionals. Our certifications deliver the best current practice, theory, practical work with projects and applied skills in IT, and are recognized and respected across all industry sectors.

Gaining a certification from DigiAM will ensure you have the essential skills and knowledge needed to excel as an IT professional. Through a series of comprehensive, structured, you will know how to integrate key IT tactics and practices into your development and measure the success of your IT growth.





India's Most Certified Advanced Social Media Marketing Program Delivered by **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**



Module 1

Introduction to Social Media Marketing

- What is social media marketing?
- Importance and benefits of SMM for businesses
- **Overview of major platforms:**
 - Facebook
 - Instagram
 - LinkedIn
 - X (Twitter)
 - YouTube
 - Pinterest
- Organic vs Paid Social Media

Module 2

Building a Social Media Strategy

- Defining goals (brand awareness, engagement, leads, sales)
- Identifying your target audience
- Competitor analysis
- Platform selection based on audience
- Creating a social media marketing plan and content calendar

Module 3

Content Creation & Planning

- **Types of content:**
 - Text, images, videos, infographics, stories, live streams
- Content pillars and brand voice
- Writing engaging captions and using CTAs
- Tools for design and scheduling: Canva, Buffer, Later, Hootsuite
- Building a monthly content calendar

Module 4

Platform-Specific Strategies

- **Facebook**
 - Page setup and optimization
 - Post formats: feed posts, stories, live
 - Facebook Groups and Community Building
 - Facebook Insights and engagement tips
- **Instagram**
 - Optimizing your profile
 - Feed, stories, reels, highlights, and lives
 - Hashtag strategies and engagement tips
 - Instagram Analytics and growth tactics



- **LinkedIn**
- Personal branding and company pages
- B2B content strategies
- LinkedIn posts vs articles
- Networking and engagement best practices
- **Youtube**
- Channel setup and branding
- Video content planning and SEO
- Creating thumbnails, tags, and playlists
- Building subscribers and watch time
- **Twitter (X) & Pinterest**
- Platform overviews and demographics
- Viral content types
- Best posting practices
- Tools for growth and analytics

Module 5

Paid Advertising on Social Media

- Introduction to social media ads
- **Facebook & Instagram Ads:**
- Campaign structure (Awareness, Consideration, Conversion)
- Ad targeting (custom, lookalike, interest-based)
- Ad creatives and A/B testing
- **LinkedIn Ads basics (for B2B)**
- Boosting posts vs running campaigns
- Budgeting and scaling ads

Module 6

Influencer & Community Marketing

- Types of influencers (nano, micro, macro)
- How to find and collaborate with influencers
- Creating effective influencer campaigns
- User-generated content (UGC) strategies
- Building and engaging your own community

Module 7

Analytics & Performance Tracking

- Key metrics: reach, engagement, CTR, conversions, ROI
- Platform-specific analytics tools
- Using Google Analytics for social traffic
- Creating social media reports
- Data-driven content optimization



Module 8

Reputation Management & Crisis Handling

- Managing comments and reviews
- Responding to negative feedback
- Social listening tools (Mention, Brand24)
- Creating a crisis communication plan

Module 9

Trends, Tools & Automation

- AI tools for content generation
- Automation tools for posting and reporting
- Staying up-to-date with algorithm changes
- Trends in video, short-form content, and creator economy

Module 10

Freelancing & Career in SMM

- Creating a social media portfolio
- Offering SMM services as a freelancer or agency
- Client onboarding and reporting
- Pricing your services
- Platforms for freelancing: Upwork, Fiverr, LinkedIn
- Final Project: Build & Present a Complete Social Media Strategy
- Choose a brand or business
- Build a platform-specific strategy
- Design content samples and ad creatives
- Present KPIs and reporting format





Our Achievements:



DigiAM Placement:



ANKITA SHARMA
(ELDECO GROUP)



CHITRA PANDEY
(BAJAJ FINSERV)



ANKIT DADHEECH
(VCOMMISSION)



SARFARAZ ALAM
(ROOTER)



SHERYA PODDAR
(VEHICAL CARE)



SUYASH SHARMA
(FREELANCER)



UTKARSHA DEVYANI
(FERNS N PETALS)



SHIDHARTH CHABRA
(BANK OF AMERICA)



AMAN DAGUR
(CREATION BIOTECH)



SHIVANI DEVAL
(THRIVING TECHNOLOGIES)



ARPIT SHUKLA
(SRMS)



JASVINDER SINGH
(SPORTS KEEDA)



YOGESH SARASWAT
(JK CEMENT)



ANUBHAV SAXENA
(PAVITRA MENTHA)



TRIBHUVAN BOHRA
(STAGE)



DEEPTI SHUKLA
(GUARDIAN LIFE)



ANKITA BHARDWAJ
(OK ACQUIRED)



DEEPIKA SHARMA
(LEGAL SALAH)



SHHADHAT HUSSAIN
(ACCENTURE)



SHAQIB MALIK
(E GLOBAL SOFT)



FAQ'S

- **In case I missed my session.**
You'll be able to cover your topics in upcoming batches or the next session at zero cost.
- **If I could not understand the topics.**
You can take an extra session or learn in upcoming batches.
- **Do you provide training material?**
Yes! We do provide training materials in soft copy through the application.
- **Do you offer customization of training?**
Yes, we do; we consider every single requirement of our trainees and then customize their training according to their needs.
- **Do you provide Courses & Training?**
Yes! We provide both Courses & Training, so you can join both modes of the program according to your needs.
- **If you are a working professional.**
Our batch timings are flexible. So you need not be worried about that. You can join us at your convenience.
- **What about placements?**
We provide 100% placement support.
- **How much salary can I expect?**
It depends on your training program and field. What you choose. But at a fresher level, you can get around 2.4 Lakh to 3.6 Lakh per annum.
- **Eligibility criteria for joining**
If you have a successful pass-out graduate & postgraduate with a technical degree in any discipline from a recognized college/university.

Boost Your Career Growth & Master Skills to Become an Expert in...



Strategic Campaign
Planning



Data-Driven
Performance Insights



Automation & Smart
Optimization



ROI-Focused Reporting
& Decision Making



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