

SMO – Search Media Optimization

What is social media?

Understanding the existing Social Media paradigms

How social media marketing is different than other forms of Internet marketing?

Marketing on social networking websites

Facebook Marketing

- Facebook profiles
- Facebook fan page creation
- Examples of good and bad fan pages
- How to increase fans on a fan page?
- How to do marketing on a fan page?
- How to engage fans on your fan page?
- Facebook Posting / Sharing
- Use of Hash Tags on Facebook
- Black hat Facebook marketing
- Best Facebook apps for marketing your fan page
- Understanding Facebook groups
- How to do marketing on Facebook groups?
- Facebook marketing mix with other marketing platforms
- Case studies on Facebook marketing



LinkedIn Marketing

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs. individual profiles
- Company Page Profile Creation
- Services / Products Addition
- Marketing on LinkedIn groups
- Black Hat in LinkedIn
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups?
- Case studies on LinkedIn marketing



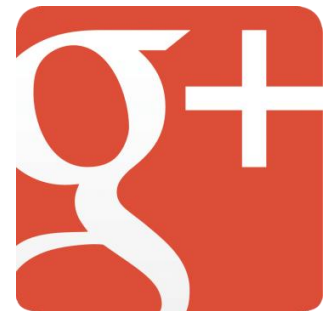
Twitter Marketing

- Understanding Twitter
- How to do marketing on twitter
- Black hat techniques of twitter marketing
- Use of Hash Tags on Twitter
- Case studies on twitter marketing



Google+ Marketing

- Introduction to Google+
- Strategy Development for Google+
- Guidelines for Google+
- Performance measurement pointers
- Custom Google Pages / Local
- Google Hangouts / Communities / Events
- Questions & Answers



Pinterest Marketing

- An introduction to Social Media and Pinterest in particular
- What is Pinterest and why is it so different?
- Who uses it, and for what?
- How it works - the basics
- How it works - marketing techniques
- How it works - brand building and visibility
- Integrating Pinterest with other platforms
- How to use third part content to your advantage
- Establishing and keeping followers
- Encouraging conversation and engagement
- Driving visitors to your website through Pinterest
- Changing followers behavior through Pinterest
- Third party tools and applications
- Pinterest and legal implications
- The sector in which you operate and Pinterest trends
- Achieving your company/organisation goals on Pinterest



Flickr Marketing

- Specifying Settings for Your Account
- Uploading Photos and Videos
- Viewing Photos
- Adding Information to Photos
- Working with Photos
- Editing and Enhancing Photos
- Working with Your Photo stream
- Participating in the Flickr Community
- Participating in Groups
- Tips and Advanced Techniques



Video Marketing

- Creating videos
- How to create videos
- Uploading videos on video marketing websites
- Using YouTube / Vimeo for business
- Developing YouTube / Vimeo video marketing strategy
- Advertising on YouTube / Vimeo
- How to increase number of views of your videos
- Bringing visitors from YouTube / Vimeo videos to your website



Blogging

- What is blogging?
- Benefits of blogging
- Types of blogging
- Benefits of each types of blogging
- Different platforms for blogging
- Creating your own blog- LIVE
- Best practices while creating a blog
- How to make your blog interactive for visitors
- How to do marketing of your blog
- Top 5 things that should be present in your blog
- What not to do while blogging?
- Showcasing few best examples of top blogs



Course Duration: 15 - 20 hrs. (Extra 5 - 10 hrs. session for doubts)