

# SMM & SMO Training Course Module

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## **1. Understanding Social Media**

- 1.1 What is social media?
- 1.2 What is the importance of Social Media?
- 1.3 Impact of Social Media
- 1.4 Social Media Optimization
- 1.5 Social Media Marketing

## **2. Social Media channel**

- 2.1 Channels of Social Media
- 2.2 How channels work
- 2.3 Elements of channels
- 2.4 How to cross promote service/products in channels

## **3. Elements of Social Media**

- 3.1 Advertising in social media
- 3.2 Branding in social media
- 3.3 ROI in social media

## **4. Understanding social media marketing against internet marketing**

- 4.1 Understanding internet marketing over all
- 4.2 How social media is differ from internet marketing

## **5. Blog & importance of blog**

- 5.1 How to write blog
- 5.2 Why blogs are important
- 5.3 How does blog help in marketing online?

## **6. Viral marketing**

- 6.1 Understanding viral marketing
- 6.2 Why viral marketing is important
- 6.3 How does viral marketing work