

Professional Diploma in Social Media Marketing



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هيئة المعرفة والتنمية البشرية
KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY



Inc.Academy



المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation

CPD
MEMBER
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Service

Google Partners
OFFICIAL TRAINING PARTNER



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Program Highlights

- 18+ Hours of Extensive Learning - Classroom OR & Online Live Instructor-Led format
- One-One Consultation Session with Trainer
- Global Content with Local UAE / Middle East Examples
- Practical Learning Experience (Live Demonstration & Exercise Based Learning)
- Learn to create social media Ad campaigns to generate leads & create awareness
- Live account demo during Training
- Special Module for *Social Media Influencers*
- Training by Google Partner Academy Trainer
- Globally Recognized Certificates from Inc Academy, KHDA Dubai, TVTC KSA, CPD London, Innovation Labs New York, Twitter, Snapchat & Facebook



Professional Diploma in Social Media Marketing

Our Programs are carefully designed by a group of industry experts keeping in mind the requirements of the industry. This program is specially crafted for professionals, entrepreneurs & aspiring individuals, who intend to expand their skills & gain expertise in the field of Digital Marketing.

Our trainers are experienced subject matter experts who have been working in the digital marketing industry. We follow a unique training methodology, which would not only provide you with the knowledge but also build the confidence in you to leverage the immense potential of online marketing.

Our programs are highly interactive classroom format courses with experiential learning in an accelerated format which combines live workshops & hands-on training with case studies



Program

Learning Objective

- Learn the basics of Social Media Marketing & Get familiarised with the terminologies used in the Industry
- Create a formal Social Media Marketing plan for your business
- Analyze and optimize your overall Social Media Marketing activity
- Effectively use & Allocate marketing budget across platforms
- Use suitable Social Media channels for different business goals and objectives
- Execute social media advert campaigns
- Measure and optimize your social media campaigns
- Use LinkedIn for B2B Marketing
- Learn to use Snapchat to target the youth
- Using Snapchat filters & Lenses with Geo-Targeting
- Use of #Hashtag on Twitter & Instagram
- The concept of Social Media Listening Tools & how they work
- Leverage mobile marketing for its micro-targeting advantages
- Learn ways to promote your business to generate sales & effectively use your marketing budget.

Program Outcome:

- Practical knowledge to create, manage & optimize Social Marketing Campaigns across platforms.
- Evaluate Social Media Agency & inhouse team, optimize Social Media Marketing spending & increase RoI
- Formulate a robust Social Marketing Strategy for your brand



Social Media Marketing Masterclass

Module 1: Social Media for Business

- Business Profile Creation (Facebook, Twitter, Instagram, Snapchat)
- Optimizing business profiles for Social Media Platforms
- Influencer Marketing

Module 2: Facebook, Twitter, Instagram, Snapchat Content Strategy

- Creating User Personas
- Defining a content strategy for each of the social media platforms
- Viral content strategies
- How to engage followers

Module 3: LinkedIn for Business

- Creating & Optimizing LinkedIn Company Pages
- Effective ways of generating leads from LinkedIn
- Brand Building on LinkedIn
- LinkedIn Advertising

Module 4: Advertising on Social Media

- How to Advertise on Facebook, Twitter, TikTok, and Instagram
- Live (hands-on) Ad setup session
- Why say NO to boosting post on Instagram
- Precise Targeting campaign
- Targeting Users through Paid Advertising
- Tips & Tricks for creating a successful campaign

Module 5: Remarketing on Social Media

- Cross-Platform & Cross-Device Remarketing
- Creating & Managing Social Media Advertising Campaigns
- How cookies work

Module 6: Social Media Listening Tool

- Tools for Social Media Listening
- Effective usage of #Hashtags

Module 7: Social Media Reporting

- Generate Social Media Reports
- Key metrics to evaluate a campaign
- Measuring Social Media Campaign Performance

Workshop: Ad campaign setup exercise to create ads

Case Study: 2 successful case studies

- Advertising
- Content Engagement

Live Demo: Audit Ad campaign



Course

Certifications

Upon completing the course you would be provided with the following certifications:

- 1). Inc Academy:** Certification of Participation in Professional Diploma in Social Media Marketing
Criteria: 80% Attendance in Sessions

- 2). KHDA, Dubai:** Social Media Certification for Completion from the Knowledge and Human Development Authority (Government of Dubai)
Criteria: 80% Attendance in Sessions

- 3). CPD London:** Professional Diploma in Social Media Marketing from the CPD (Continuing Professional Development) London UK.
Criteria: 80% Attendance in Sessions

- 4). Digital Innovation Labs, New York:** Professional Diploma in Social Media Marketing from the DIL New York.
Criteria: 80% Attendance in Sessions

- 5). Facebook:** Exam based certification programs (Fee to be paid directly to Facebook)
 - (a). Facebook Certified Planning Professional
 - (b). Facebook Certified Buying Professional

- 6). Snapchat:** In order to become certified in Snapchat Advertising Core Competencies, you must finish an online course (powered by Snapchat) and take a short exam after completion of the course.

- 7). Twitter:** Earn a #Twitter Graduate badge, after you complete all online courses and take an assessment at the end of the course.

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DID YOU KNOW

Inc Academy has trained
individuals from over

120

Nationalities



Program Director & Trainer

Gaurav Oberoi

Gaurav Oberoi is a Harvard Business School Graduate with Bachelors of Engineering & Masters in Business Administration (MBA) and has over 10 years' experience in Technology, Digital Marketing and Training & Coaching.

Gaurav has been an official Regional Trainer & Consultant for Google and is associated with many companies as a Digital Marketing Consultant & Business Coach. He has been training professionals and organizations since 2012 and has trained over 5000 professionals & 250 organizations on Digital Marketing Strategy.

He has been a serial entrepreneur with 3 successful exits in last 10 years. He has experienced Digital Industry from 4 ends (as a Digital Agency Owner, As a Client, As a Trainer & As Software architect developing software using Google & Facebook APIs).



After successfully running the agency for few years, he merged the Digital Agency to GroupM in 2015. Gaurav has closely worked with clients from diverse industries to develop their digital marketing strategy, deliver digital marketing training & coaching and manage millions of dollars of digital media budget. Some of the blue-chip clients & campaigns, which are close to his heart, are Ford Motors, Sapient, World Health Organization (WHO), and Dabur International etc.

An International Keynote Speaker, Gaurav frequents many international conferences & events. Various bodies have awarded him for his contribution in the space of Education & Technology.

"Gaurav is very enthusiastic about the subject, Gaurav tried explaining it in a very simple and understandable way."

Alexandra Suvorova
HR Officer, Etihad Airways

Sheikha Al Noaimi
Media Planning Analyst, Al
Tayer Group

"Gaurav was an excellent instructor with an extensive knowledge in SEO, SEM, Analytics and Social Media Marketing!"



Client

Testimonials



Clementine Martini

Senior Manager, Global Campaigns
Dubai Tourism

I had the pleasure to attend Inc Academy's digital marketing training, led by Gaurav. Gaurav is passion-driven digital professional bringing a non-biased view on all digital channels, providing a unique value.

The training is very thorough and covers the basics in addition to practical advice and examples to bring our learnings to life. I learned the essentials of social media strategy for advertising, digital analytics, how to optimize media buy budgets and to best manage agencies.

Gaurav gives a lot of his time and energy before and after the class for one-on-one discussions where participants can discuss some issues more in depth. Not to mention he is a lovely person to work with!

Many thanks, Gaurav! You helped me a lot.



Juma AlJallaf

Head of Security & Privacy Section - Social
Network Department
Dubai Police HQ

Thank you very much for the course. We learned a lot. it was a really fantastic course, I hope we will take more course.
Thanks a million.



Sylvie Hanna

Marketing Manager
Tim Hortons

It was a great learning experience with Gaurav. The digital course I attended was done professionally, he is very dedicated with a great positive attitude. Always taking real time examples for our industries and use them as cases studies, I can't recommend highly enough!

One of the most informative and enjoyable trainings I have attended in a while. Gaurav keeps it light on the mind and on the heart which makes for fun learning. My eyes have been opened to a whole new world by this man and whatever I have learned has already had an ROI on my personal development let alone what I will experience when I apply what I learned. Good job Gaurav and thank you for being so patient with all my endless questions and interruptions. I am sure this is not the last you will hear from me.

Thanks also to the team for the great organisation.

Omar Ghalib Al-Bustami

Executive Director - Development - Emaar





Dubai Officer
in5 Tech, Dubai Knowledge Village, Dubai Internet City, P.O. 54106, Dubai

Head Quarters
Digital Innovation Labs LLC
447 Broadway, 2nd Floor, New York, NY 10013