



Planprogram

DIGITAL MARKETING



Ads Manager



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Duration: 40 Hours

CATALOG DESCRIPTION:

This course will help you increase your knowledge as you discover the foundational concepts, strategies, tools and professional best practices employed to implement a digital marketing program. With emphasis on Facebook and Instagram, you'll explore social media in an integrated digital marketing context which includes the use of the Internet, mobile devices, search engines, analytics software and digital media tools. Mini projects provide hands-on experience as you establish a digital foundation and social media presence for your own business or a local small business or startup. Course articulates to MKT 121 (3-credit course).

COURSE-LEVEL LEARNING OUTCOMES:

Students who successfully complete this course will be able to:



Understand the role of social media in a marketing campaign and differences in voice and audience across various social media channels.



Recognize best practices and understand the lifecycle of a social media campaign.



Calculate bids and understand the costs that come with social media advertising.



Demonstrate the ability to run a social media campaign on Facebook and the key metrics for optimization.





COURSE OUTLINE & LEARNING OBJECTIVES:

Section 1: Introduction to Digital Marketing

- Course Overview
- What is Digital Marketing?
- Define digital marketing.
- Identify various types of digital marketing and the skills required for each. Identify how various digital marketing workplaces differ from one another.

Section 2: Social Media Marketing Fundamentals

Hello, Social

- Define social media marketing in general terms.
- Briefly describe the basic user features of each major platform.
- Identify key features of a business social media account on major platforms.

Social in Action

- Describe why growing a social media presence is important for a business.
- Recount how social media contributed to successful marketing initiatives.
- Describe common job functions of a social media marketing professional.

Social Breakdown

- Identify the phases of the marketing funnel.
- Organize content examples into categories of either paid, owned, or earned media.

Section 3: Understanding Audiences

Your Followers

- Identify strategies and best practices to grow your audience on various social media platforms.
- Identify the importance of a relevant and authentic following on your social media channels.

Influencer Marketing

- Categorize influencers between micro, middle, and macro influencers.
- Outline a strategy for acquiring influencers for a given company.
- Describe influencer marketing and the relationship between an influencer, a company, and users.





Demographics of Audiences

- Explore audience demographics online using Facebook's Audience Insights tool.
- Identify a target audience for a company's product or service.
- Identify the pain points of a target audience that a company addresses through its product or service.

Section 4: Running Campaigns

What are Goals?

- Identify how to effectively use each social media platform to reach customers at each stage of the marketing funnel.
- Describe how to select a goal for a social media campaign based on the overall needs of a business.
- Identify best practices for working with other teams and aligning around goals.

Planning a Campaign

- List the major steps of a social media campaign.
- Describe resources needed to plan each part of a social media campaign.

Measuring and Tracking

- Define metrics and key performance indicators (KPIs) in the context of digital marketing.
- Select social metrics as KPIs for a social marketing campaign goal.
- Identify essential tracked social media marketing metrics and explain how they're calculated.

Section 5: Planning Content

Types of Content

- Describe the various formats of content media.
- Identify the strengths and limitations of various content formats as it relates to marketing efforts.
- Explain best practices for attribution of shared content.





Content Calendars

- Organize social media posts into a content calendar.
- Identify best practices in frequency and timing of posts on each social media platform for various marketing efforts.
- Describe the purpose of content calendars in the role of a social media marketer.

Campaign Management

- Identify effective tools for staying organized while managing a social media campaign.
- Identify which campaign management tools are best for various marketing needs.

Section 6: Creating Content

Visual Design, Copy and Tone

- Define brand voice and identify how this impacts the way you create content.
- Identify the differences between B2B and B2C social media marketing.
- Recognize the content style that is expected of each social media platform.
- Identify best practices in visual design for each social media platform.
- Identify best practices for writing copy in each social media platform.

Building Content

- Identify how to properly re-share relevant content.
- Use free online tools to create visual content.
- Identify creative elements to consider in order to make quality content.

Section 7: Advertisings

Ad Essentials

- Identify why running an ad is important for a business.
- Identify what a business should consider before running an ad.
- Describe the process for planning an ad on a social media platform.

Facebook Ad Creation

- Identify the process to post an ad on Facebook.
- Identify how to align ads with company and campaign goals.
- Identify best practices to target a specific demographic using an ad manager tool.
- Identify how to set a bid and use budgeting options within Facebook Ads Manager.
- Identify visual content formatting restrictions on Facebook Ads Manager.



Section 8: Reporting & Analyzing Ads

Ad Reporting Essentials

- Identify the importance of ad reporting and analysis for a business.
- Identify key metrics to measure an ad campaign.
- Recognize the metrics that are included in a report from Facebook Ads Manager.
- Recognize how to pull an ad report from Facebook Ads Manager.

Analyzing Ad Reports

- Interpret an ad report and write insights based on results.
- Capture the data provided in an ad report.
- Identify best practices to communicate relevant ad results to a stakeholder.

Additional Social Media Analysis

- Explain the best uses of social listening.
- Identify best practices to perform social media audits and competitive analysis.

Section 9: Managing Social Media Communities

Engaging your Community

- Describe how social media can be used as a tool to interact with customers.
- Describe how companies can use social media for customer support.

Supporting Your Community

- Identify best practices for providing customer service on social media.
- Investigate and compare examples of companies that have used social media to engage their communities with varying levels of success and effectiveness.
- Respond to challenging hypothetical situations on social media.

Social Media Ethics

- Examine ethical issues relevant in social media.
- Explain why it's important to establish a social media policy within a company.
- Identify best practices to keep up-to-date on social media channel changes.



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