

2 Days Complete Social Media Marketing Workshop 2017 Malaysia. Asia Region

By Double Effect Training House

www.dehtraining.com

010 220 6800

my_nang@yahoo.com

Topics Covered In This Social Media Marketing:

[Facebook](#)

[Instagram](#)

[YouTube Channel](#)

[Google + Plus](#)

Module 1 - Understanding Social Media Marketing

The Social Media Marketing Monster

Free vs Paid Traffic

What Is Marketing

What is Media

What is Social

Local vs International Social Media Marketing

Module 2 - Marketing As A Business Priority

Marketing As A Business Priority

The Marketing Company

Feast And Famine

Continuous Marketing

The 80/20 Principle

Sales And Marketing

Module 3 - Social Media Marketing Platforms

Finding Your Best Social Media Solution

What Platform Should I Use?

Business Or Personal Branding?

Branding Tips

Creating Your Business / Your Personal Biography

Module 4 - Posting On Social Media Platforms

The Golden Rules

Curation Vs Creation

What Types Of Content Should I Create?

Written Content

Photography Content

Infographics Content

Video Content

Podcast Content

Automation

Module 5 - Social Media Posting Ideas

Where Do I Get Posting Ideas From?

Conversations

Stories - The Power Of Narrative

Industry News

Content Capture Systems

Respecting and Targeting Your Audience

Module 6 - Creating A Social Media Post

Take Them To The Movies

Headlines

Body Text

Using Images

Video Posts

Links

Hashtags

Module 7 - Building A Social Media Marketing Plan

Why You Need A Plan

Your Social Media Schedule

Your Content Calendar

SMART Goals For Your Marketing

Module 8 - Editing Your Profile Images With Basic Adobe Photoshop

Editing A Male Portrait

Editing A Female Portrait

Module 9 - Facebook Ads Mastery - Facebook Marketing Beginner to Advanced

Creating a Facebook Ad + Facebook Image Sizing

Facebook Ads - Campaign: Marketing Objectives (2017)

4 Elements of the Perfect Facebook Ad

Facebook Ad Targeting

A/B Split Testing - 2017

Split Testing in Facebook Conversion Ads

Split Test Images with Carousel Ads

Create a Custom Audience on Facebook Ads

Create a Lookalike Audience on Facebook Ads

The BEST Lookalike & Saved Audience Tips

How to Steal Fans from your Competitor

The Power of Facebook Pixels

How to Convert to the NEW 2017 FACEBOOK PIXEL

How to Install A Facebook Pixel on your Website

Use the Facebook Pixel for Remarketing/Retargeting Ads

Track Facebook App Installs from Facebook Ads

Learn the Power of Facebook Insights

Audience Optimization in Facebook Posts

Module 10 - A Complete Introduction to Instagram Marketing

Setting Up Your Optimized Power Account on Instagram

Creating the Ultimate Instagram Content Plan

Creating Business & Making Money from Your Instagram Account

The Top 5 Apps, Tricks, and Strategies for increasing your results

Module 11 - YouTube Masterclass - Your Complete Guide to YouTube

Complete Walk-Through of the Creator Studio in Youtube

The Dashboard Walk-Through

Video Manager Walk-Through

Live Streaming Walk-Through

Community Walk-Through

Channel Walk-Through

Analytics Walk-Through

Module 12 - How to Get Huge Views in Youtube and Bring Sales to you

Section Intro

Focus on Search

Keyword Planning

Google Keyword Planner

Converting Views to Subscribers

Equipment for Creating Amazing Videos

Posting and Optimizing Your Videos

How to Post a YouTube Video

Choosing a Great Video Title

Writing a Great Video Description

Choosing Great Video Tags

Uploading a Great Custom Thumbnail

YouTube Annotations and Cards

Designing a Better YouTube Channel

Growing Your Audience and Getting More Subscribers

Measuring Results with Analytics

Module 13 - Making Money with YouTube

YouTube Ads

Channel Sponsors

Selling Digital and Physical Products

Practice Exercise - Create a Sales Funnel

Module 14 - Google+ Social Media Marketing

Business Marketing with Google+

Put Your Brand on the Google Search Engine

Increase Click-Through Rate & Followers

Optimizing Your Google+ Brand Page & Posts

Boost CTR Another 40% Using This Feature

Adding Emails to Your List Using the Google+ Login Button

How to Set up a Google+ Login Button

Resources & Checklist for Google+