

The TRACS

Social Media Marketing

Course



SMM

Through social media, businesses of all sizes can reach prospective customers in a convincing way. SMM is a type of digital marketing that utilizes popular social media networks such as Instagram, LinkedIn, Facebook, Twitter, YouTube, etc. to assist businesses achieve their marketing objectives and build strong brands. SMM is not just posting, on social media, at will. A productive use of social media requires a well thought out strategy which must take into account maintenance and optimization of business profiles, posting appropriate material for building brand image and attracting customers, responding to queries and comments, monitoring reputation of the business and engaging with followers and influencers.

At the beginning of 2022 more than 4.6 billion people – around 58% of the total global population – across the world use social media. SMM as a result has gained immense prominence and popularity and social media marketers are in great demand by businesses of all types. Through effective SMM, businesses can reap an array of benefits including greater traffic on their website, generating leads and converting them, increasing brand awareness and building stronger relationships.

The TRACS SMM course gives hands-on training on social media presence development and campaign management. In this course, you will get an understanding of social media management trends via the use of social media networks and market research to evaluate customers. Social media strategist, social media manager, and social media sales representative will be some of the professional pathways for you. You will develop confidence in understanding and using social media channels for business. This course will also teach you how to conduct effective advertising campaigns. This course will educate you how to collect data and develop your marketing plan in order to fulfil business objectives. After completing this course, you will be able to effectively design and optimise your digital marketing campaigns.

We warmly invite you to visit our office or book an appointment for one-on-one meeting with our experts to get a better idea of our SMM course and how you can advance your careers as an SMM professional.



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Program Structure

TRACS SMM course is for eight weeks with classes held on every Tuesday & Thursday according to the following schedule

Duration: 8 Weeks	Course Outline	
Week 1	Day 1: Introduction to Social Media Marketing Orientation Day Day 2: Facebook Marketing	
Week 2	Day 1: Online Designing Tools Day 2: Reach Your Audience on Facebook Platforms	
Week 3	Day 1: Creator Studio & Advertising from Your Page Day 2: Setup Ads Manager	
Week 4	Day 1: Create Campaign, Ad Set Day 2: Facebook Messenger Marketing	
Week 5	Day 1: Instagram Marketing Day 2: Instagram Advertising	
Week 6	Day 1: Twitter Overview Day 2: Pinterest Overview	
Week 7	Day 1: LinkedIn Advertising & Marketing Day 2: Video Editing	
Week 8	Day 1: YouTube Marketing Day 2: Final Project	
Days	Timings	Fee
Tuesday & Thursday	06:00PM – 07:30PM	PKR 20,000

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The TRACS SMM Faculty

Mr. Sonan Nadeem

Mr. Sonan is a SMM expert who has worked in diverse lines of businesses for different products and services across the globe. He has done extensive work in various fields of digital marketing and has trained hundreds of students in this area. With over 8 years of professional experience in his domain, he is currently running his own marketing agency and successfully handling his digital marketing communications consultancy services.

Mr. Muhammad Farhan Riaz

Mr. Farhan is a PhD scholar in Economics at University of the Punjab. He is an expert in digital marketing, research and data analytics. He is a certified associate commodity broker and associate member of FMP Institute of Financial Markets of Pakistan. He has been coaching marketing in different public and private sector institutes besides working as Head of R&D at Enrichers Investment Group. Mr. Farhan is currently Director (Academics) at TRACS.

Mr. Muhammad Shahbaz Khan

Mr. Shahbaz is a certified SMM instructor with around five years' professional experience in the areas of SMM and digital marketing. He is result driven and possesses expertise in increasing search visibility of business websites. Mr. Shahbaz holds a BS in Software Engineering.