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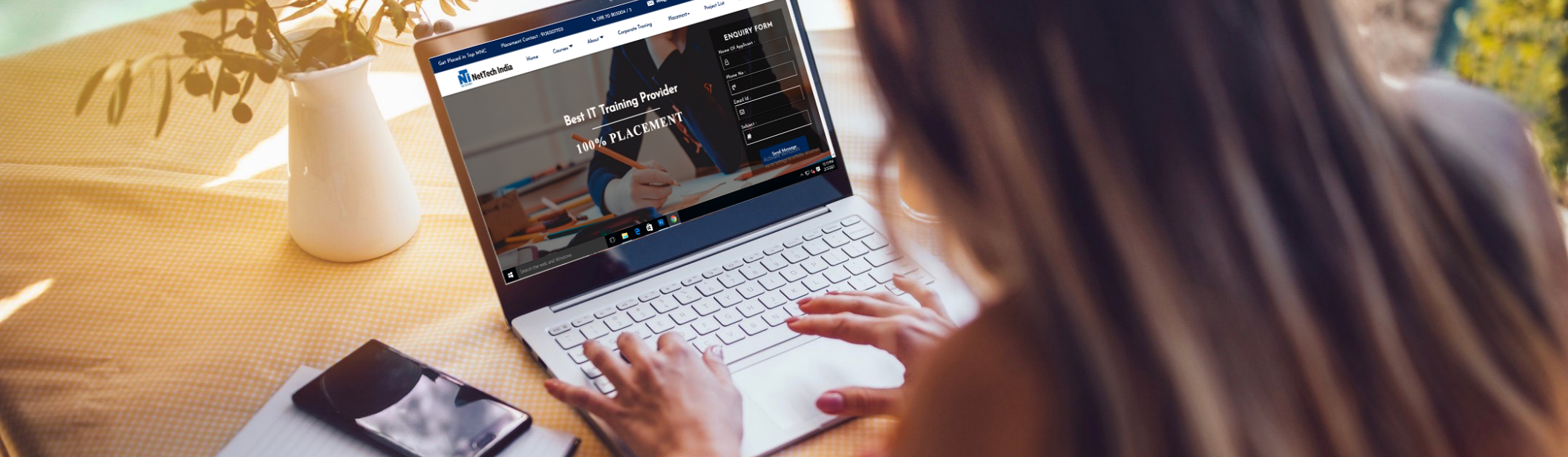


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# SOCIAL MEDIA CERTIFICATION





## ABOUT US

NetTech India Training Institute offers a high-quality learning experience in the field of IT training to train students on brand new technologies and train them to deliver the desired results with commercially relevant and re-organized technical skills.

The probability of achieving your dream job will keep on increasing day by day once you complete a course in NetTech India. We also focus on improving soft skills in terms of communication, leadership, teamwork, external appearance, and attitude which helps everyone to be professional in all the aspects of their career.



**25%**  
Theory



**75%**  
Practicals

<https://nettechindia.com/>

# ABOUT SOCIAL MEDIA CERTIFICATION

Social Media Marketing has become an important tool for the business. With several social media platforms available today, it is important to market your business on the right platform to get the most out of it or to enhance the revenue of the company. In this social media course the candidate will learn about the different social media tools that will help business to garner reputation. With hands-on experience on various social media platform, the candidate can easily create strategies for the business campaign on various social media sites.





# BENEFITS OF SOCIAL MEDIA CERTIFICATION

- ➔ Career Growth - Higher Pay & Position
- ➔ Encourages professional development
- ➔ Enriches self-image and reputation
- ➔ Enhances professional credibility.
- ➔ Abundant Job Opportunities
- ➔ Used In Many Industries
- ➔ Global Recognition
- ➔ Secure and Flexible
- ➔ 50+ Case Studies
- ➔ 10+ Projects



# COURSE CONTENT

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## 1 Social Media Optimization (SMO):

- What is social media?
- How can social media help my business?
- Social Media Training: The Big Picture
- Conversations, relationships, word of mouth and transparency
- The key Social Media tools and networks
- Establishing your online identity and message
- The consolidated approach
- Social Media Training: Blogging
- Why should you blog and What should you to blog about
- The main types of blog
- Research methods for writing quality, timely content
- Engaging your audience with video
- Social Media Training: Making best use of specific Social Media platforms
- An introduction to Social Media

## **2 Facebook**

- What is Facebook and why do so many people use it?
- What are the business benefits of a Facebook profile?
- The ground rules; the major do's and don'ts about creating a business profile on Facebook.
- How it works – the basics
- Etiquette on Facebook
- Getting your message across on Facebook
- Building your brand on Facebook

## **3 Twitter**

- Audience Targeting and Segmentation
- Competitive Intelligence
- Engagement Pattern Analysis
- Optimized Content Development
- Conversation Marketing
- Twitter Advertising
- Comprehensive Keyword And Hashtag Analysis
- Gender, Location, And Keyword Targeting

## **4 LinkedIn**

- Why LinkedIn is key and its place in the social media and business worlds
- Setting your LinkedIn strategy
- Getting your Settings right for you
- How it works – the basics
- Etiquette on LinkedIn
- Getting your message across on LinkedIn
- Building your brand on LinkedIn

## **5 Google Plus Marketing**

- What is Google Plus
- Features
- Tools and Techniques of Google Plus
- Creating Profile and pages
- Social Strategies and Tactics for Google+
- Integration with your site
- Google Plus: Circles | Hangout | Stream
- Google Plus for Business

## **6 Google Analytics**

- Introduction To Google Analytics
- Key Components Of Web Analytics
- Why Choose Google Analytics?
- Setting Up Google Analytics

## **7 Reporting**

- Dashboards
  - o Private
  - o New Dashboard
- Shortcuts
- Intelligence Event
  - o Overview
  - o Daily Event
  - o Weekly Event
  - o Monthly Event



## **8 Real Time**

- Overview
- Location
- Traffics Sources
- Content
- Event
- Conversions

## **9 Audience**

- Overview
- Active Users
- Cohort Analysis
- Demographics
- Interest
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- User Flow

## **9 Acquisition**

- Overview
- All Traffic
- Search Engine Optimization
- Social
- Campaigns

## **10 Behavior**

- Overview
- Behavior Flow
- Site Content
- All Pages
- Content Drilldown
- Landing Pages
- Exit Pages
- Site Speed
- Site Search
- Event
- Publisher
- Experiment
- In-Page Analytics

## **11 Conversions**

- Goal
- Ecommerce
- Multi Channels Funnels
- Attribution

## **12 Reports and Management**

- Website Position Analysis
- Introduction To Google Analytics
- Installing Google Analytics
- Basics Of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals And Conversions
- Live Project Exposure
- Bing Analytics Set-Up

**And Many More...**



# WHO CAN LEARN ?

- Anyone who wants to build a career as a Social Media analyst..
- Anyone who wish to gain knowledge about Social Media.
- Students who are currently in college or university

# CAREER OPPORTUNITIES

- Social media executive
- Social media manager
- SEO executive
- Content writer
- Digital communication manager
- Digital marketing manager
- Team Head

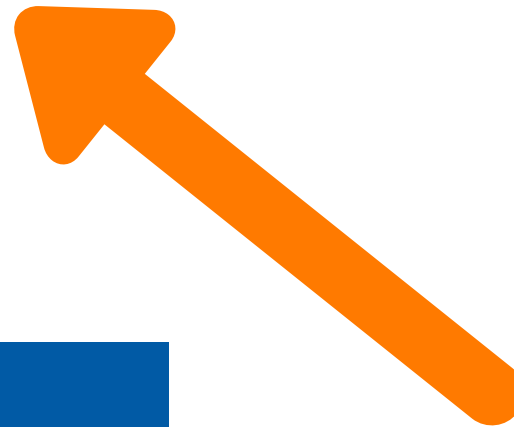


# PROCESS FOR **SUCCESS**

**GET PLACED**

**GET TRAINED**

**ENROLL**





# FACILITIES OFFERED

- ➔ Practical Training on Live Projects
- ➔ 100% Placement Guarantee
- ➔ Interview Preparation
- ➔ Global Certification
- ➔ Fully functional labs
- ➔ Online / Offline Training
- ➔ Study Materials
- ➔ Expert level industry recognized training





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