KOENIG SOLUTIONS · COURSE OUTLINE

Social Media Marketing: Instagram, Facebook & WhatsApp

Learn to optimise and market on Instagram, Facebook, WhatsApp and Pinterest, from account setup to ad campaigns and analytics.

40 Hours	5	67	5
DURATION	MODULES	TOPICS	HANDS-ON ACTIVITIES

COURSE OVERVIEW

This Social Media Marketing and Optimization course explains how to effectively use social media for business growth. You'll learn to create, manage, and optimise campaigns, develop content strategies, engage with audiences, and analyse performance. By the end, you'll be equipped to boost your social media presence and drive business success.

WHO THIS COURSE IS FOR

- **Social Media Marketers**
- **Digital Marketing Executives**
- **Content Strategists**
- **Business Owners**
- **Marketing Managers**

LEARNING OBJECTIVES

We will Cover Following Topics in the session:

- Introduction of Social Media and Types of Social Media Channels
- Instagram Account optimisation and Campaign Creation
- Facebook Account Optimisation and Campaign Creation
- WhatsApp Marketing
- Pinterest Optimisation and Overview of course

COURSE SYLLABUS

5 Modules, 67 Topics

01

Session

Introduction of Social Media and Types of Channels

TOPICS

- Social Media Era and History
- Impact of Social Media in Day-to-Day Life
- Advantages and Dis-Advantages of Social Media
- Growth of a Business over Social Media

MAJOR SOCIAL MEDIA CHANNELS

- Facebook
- Instagram
- Whatsapp
- Pinterest
- Twitter
- Understanding the Algorithm of Social Media
- Importance of Social Media signals with Search Engine
- Functionality of Social Media search
- What are Hashtags in Social Media
- Working of Hashtags
- Social Media Optimisation
- Tools used for Social Media Optimisation and Hashtag research

02

Session

Instagram Account Optimisation and Campaign Creation

TOPICS

- How Instagram is changing its algorithm
- Concept of Instagram Content Reach through Engagement
- Ways to Increase followers in Instagram
- Strategy of Social Media Content Optimisation
- Content Calendar Planning
- Hidden tricks of Instagram which is essential in our Day to Day Life
- Reel Algorithm in Instagram
- Top Instagram Reel Ideas to grow audience faster
- Instagram SEO Search
- What are Threads
- How it is Helpful for Business and Organic Growth
- What is Instagram Ad
- Ad creation on Instagram
- How Canva helpful for Instagram account reach
- Personal, Professional and Business Account on Instagram

03

Session

Facebook Account Optimisation and Campaign Creation

TOPICS

- Strategies to grow Business from Facebook
- Facebook page invitation and Admin Department
- What is Facebook Event Marketing
- How to Download Copyright Free Image for Facebook
- How to Monetize Facebook page and create Money
- Facebook Analytics
- Reel Algorithm in Facebook
- How to schedule Facebook posts and Reels in Mobile
- How to Use Meta Business Suite
- What is Ad Manager
- How it sells products with Facebook catalogue shop
- Facebook page important settings
- How to Add CTA Button on Facebook Page
- Facebook optimisation and Hashtags to grown
- Privacy settings and tagging on Facebook page

04

Session

WhatsApp Marketing

TOPICS

- What is WhatsApp Business and Creation of WhatsApp Business Account
- What is WhatsApp Business API
- How to Create, Manage and Update WhatsApp Business Catalogue
- How to Enable Auto Reply on WhatsApp Messages
- How to set Quick Replies on WhatsApp Business
- What is WhatsApp Bulk Message send
- What is Label tagging and How to Manage customers by Label Tags
- How to Add WhatsApp chat on WordPress website
- What are WhatsApp Business Marketing Strategies

05

Session

Pinterest Optimisation and Overview of Course

TOPICS

- What is Pinterest
- How to Sign up and Create Pinterest Account
- How to create Pinterest Business Account
- How to create Viral Pins on Pinterest
- How to Get more traffic from Pinterest
- How to do Pinterest Keyword Research
- Pinterest SEO Tips
- How to create Pinterest Pins using Canva
- How to get and increase Pinterest Followers
- Pinterest All Image Size and Guide
- What is Rich Pin, How to Setup Rich Pins on Pinterest
- How to Grow Business on Pinterest

HANDS-ON ACTIVITIES

Practise What You Learn

#	MODULE	ACTIVITY
01	**Introduction of Social Media and Types of Channels**	Conduct a session to analyse random Social Media profiles and their content
02	**Instagram Account Optimisation and Campaign Creation**	Conduct a session to analyse the Instagram Marketing and News feed and generate Keywords (Hashtags) for their niche
03	**Facebook Account Optimisation and Campaign Creation**	Conduct a session to analyse the Facebook Competitor Analysis
04	**WhatsApp Marketing**	Conduct a session by testing all WhatsApp Business Features and Integration of Instagram, Facebook and WhatsApp
05	**Pinterest Optimisation and Overview of Course**	Conduct a session to create a Pinterest Account and Selecting their interested Categories and analysing the Feed

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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