

Module SMM - Social Media Marketing

Assignment 1

Perform a Competitor Analysis on 3 Facebook business pages for the following parameters

Parameter	Website 1	Website 2	Website 3
Website URL			
FB Page Name			
FB Page URL			
Likes			
Followers			
Profile Image			
Cover Image			
Posting Frequency			
Hashtags			
Content Marketing			
Post Type			
Avg Engagement			
Username			

Module SMM - Facebook Marketing

Assignment 2

Create a Facebook Page of any business you want to start

Optimize the Facebook Page as per below

1. Upload Profile Pic (Can be a logo)
2. Upload Cover page pic (Usually represents Services/products)
3. Add button
4. Complete the about section and other details like phone, email, website, location

Module SMM - Facebook Paid Advertising

Assignment 3

Explore the different objectives of Facebook ads and make a note of the details of each objective, so that you are aware and use it when the situation demands

Module SMM - Facebook Paid Advertising

Assignment 4

Rajendra is having a organic product shop and wants to run Facebook Ads, find out the target audience, budget required for generating 10 leads per day.

Define Campaign Goals:

Create Compelling Ad Content

Targeting and Custom Audiences

Ad Placement and Formats

Campaign Optimization and Monitoring

Ad Budget and Scheduling

Module SMM - Instagram Marketing

Assignment 5

Create an Instagram account (professional) and list down what type of post will increase the engagement for a digital marketing training institute

Create 2 posts using canva.com and upload in the Instagram account. Use the appropriate content and relevant hash tags (use free hash tag generator from google)

Module SMM - Video Creation

Assignment 6:

What kind of reels will help digital marketing institutes to get more engagement? Idea is to engage prospective students and generate leads for admission.

Create 1 reel and upload in Instagram

Module SMM - LinkedIn Profile Optimization

Assignment 7:

Analyse and update your linkedin profile as per the following criteria

1. Profile photo should be Facial Focused and professional
2. Cover page to be updated
3. Heading should be appropriate as per your niche which should contain keyword

Eg: If you are a HR professional you can write "HR professional | Expert Recruiter | People Manager

4. Update About section
5. Update Skill Section
6. Update education
7. Update Experience if any

Join 5 relevant linked groups

Module SMM - YouTube Marketing

Assignment 8:

1. Choose multiple brands that are active in YouTube marketing and perform a YouTube Brand Content Analysis
2. Create and set up a YouTube Channel using YouTube Studio

Module SMM - YouTube Studio

Assignment 9:

1. Upload 3 videos in the channel created in the last class (Make sure you are uploading Royalty free videos).
2. Optimize the videos with the following parameters
 - a. Title of the Video (Should contains keywords related to the video)
 - b. Description of the Video (Should contain keywords related to the video)
 - c. Add the relevant Tags
 - d. Add End Screen
 - e. Add Cards
3. Optimize channel with the following parameters
 - a. Change the Channel Icon
 - b. Upload Channel Art
 - c. Add Links on the channel art
 - d. Upload Branding Image
 - e. Add Channel Title and Description
 - f. Add Keywords for the channel