



# Certificate in Social Media Marketing

## Course Guide



## Certificate in Social Media Marketing

# Build and connect your business to your audience online

Are you running or working for a business that wants to reach new audiences? Do you want to unlock potential clients you're not able to reach with traditional marketing? This intensive 10-week course will give you a well-rounded foundation in the strategies and techniques a business needs to be successful online.

This certificate will teach you everything you need to get your social media marketing started. Understand the basics of setting up social media business accounts, figure out the right strategies that work for your business and create, track and measure the reach of your advertising campaigns and effectiveness.

Created and taught by practicing social media managers and online marketing specialists, learn how to create a personal brand for your business online and discover techniques and methods to effectively connect with your target audience.

**Perfect for people running a business and want to start marketing online and students looking to work in social media and digital marketing**





## About us

Careers Collectiv is about practical education with a focus on providing courses relevant to real life.

We help you gain the knowledge, skills and confidence to try a new career path, broaden your professional development, start a new business or explore a passion and deepen your understanding in a special interest.

Careers Collectiv was founded by a family who are passionate about providing quality education, accessibility for everyone and the flexibility to work at your own pace and in your own time. They have over a decade of experience in the online education sector after establishing a college specialising in the beauty industry.

### Our teachers

We only use teachers who are active in their specialised industry. Learn from people who have first-hand experience in their subject matter and current industry expertise. Staff come from varied backgrounds with teaching and vocational experience from universities and vocational colleges.

Courses provide flexible options for different career pathways, self-improvement, professional development and general adult education.

**We give our students the skills, tools and structure to learn in real life situations without compromising on academic excellence.**



### Recognition

All Careers Collectiv courses come with a certificate of attainment upon completion of your studies.



# Certificate in Social Media Marketing

## Learn how to set up your business for success on social media

Build your knowledge from the ground up in social media marketing, learn how to use the right tools to find and connect with new markets so that your business can maximise its potential.

This online certificate is made up of 2 in-depth core modules which will teach you everything you need to know about establishing and growing your business through social media marketing.

Graduates of this course will be fully equipped to commence a career in the growing social media management and digital marketing industries.

## Who is this course for?

This course is perfect for anyone with no previous experience and is looking to grow their own business through social media marketing or work as a social media manager. This course is also suited to students looking to start a business and wanting a crash course in social media marketing.

## Course modules

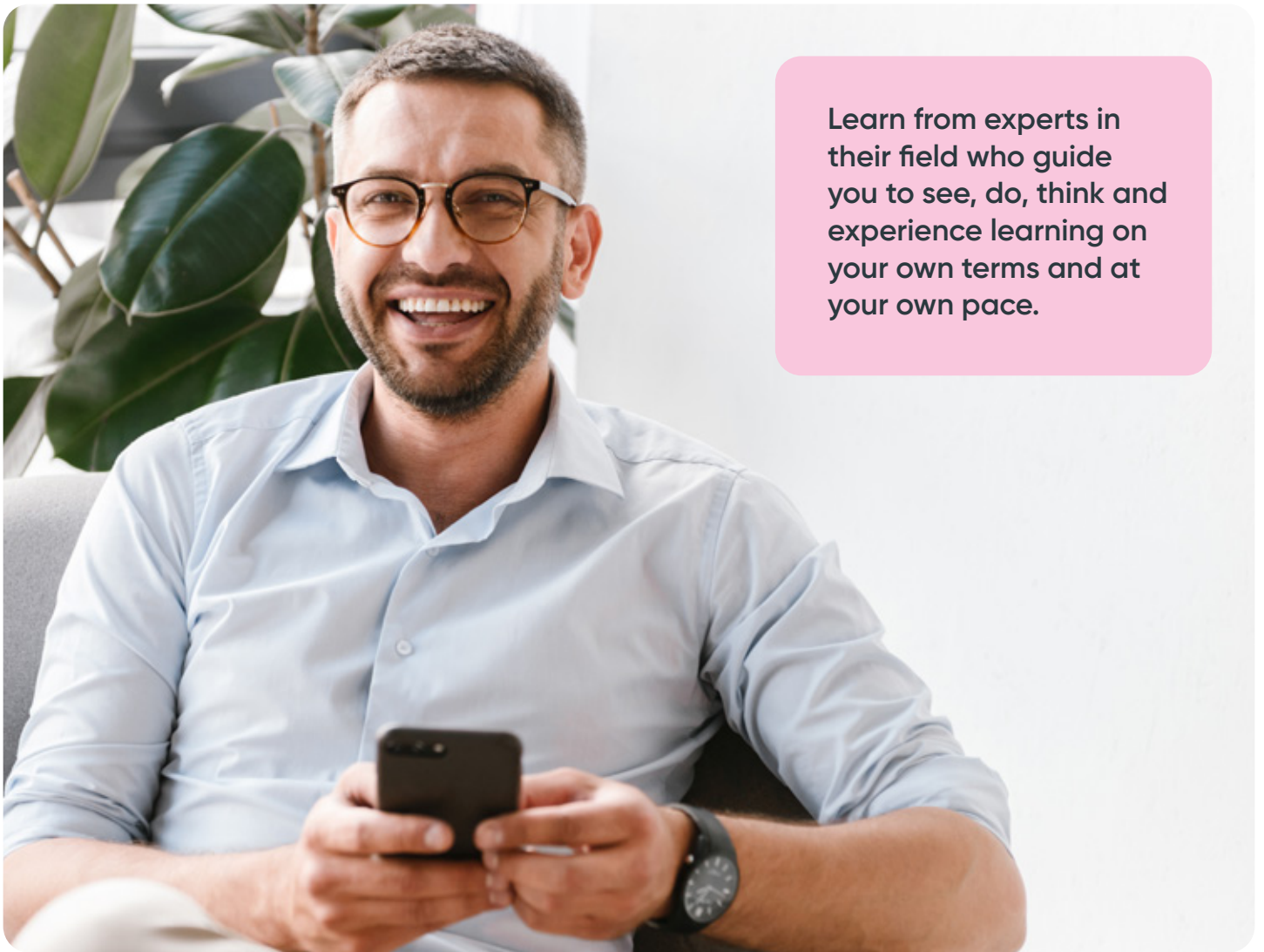
 2 modules

### Facebook

- 1 Getting to know Facebook
- 2 Setting up your Facebook Page
- 3 Growing your Facebook Page
- 4 Ad budgets and measuring Facebook ads

### Instagram

- 1 Introduction to Instagram
- 2 Tips and tricks to develop compelling content
- 3 Growth Strategy
- 4 Group behaviour
- 5 Ads for lead generation
- 6 Ads made simple



Learn from experts in their field who guide you to see, do, think and experience learning on your own terms and at your own pace.

## Start a rewarding career today

The Certificate in Social Media Marketing gives you an accelerated learning experience into the theory, techniques and methodology used by industry professionals to build brands, connect with audiences and create content and advertising that will grow your business over time.

This course is designed and delivered online to work with and around the busy schedules of working professionals, business-owners and entrepreneurs looking to study social media marketing. The tools and skills taught in this course are also beneficial to those starting a business as social media offers immediate access to a targeted market at your fingertips.

## Assignments

Each lesson in your course modules culminate in an assignment which is submitted online, marked by the school's tutors and returned to you with suggestions and feedback by qualified Australian trainers with extensive experience in Melbourne's top education colleges.

## Career prospects

This course is flexible and adaptable to your circumstances. Here are just some career pathways you could follow:

- Business owner
- Entrepreneur
- Communications assistant
- Brand manager
- Social media strategist
- Content marketing strategist
- Marketing director/manager
- Digital/social media coordinator
- Digital marketing assistant



## Course overview



### Course duration

This course is comprised of 2 in-depth modules made up of 10 lessons.

There are options to reduce the modules from this program. Just speak to one of our team members for more information.



### Supporting you in your studies

With our courses you are not on your own. Careers Collectiv provides the highest level of support possible.

Your tutor will provide you with their email and contact number to ensure you always have support throughout your course. Our tutor support service is available to you 24 hours, 7 days a week.



### 24/7 Access

Online 24/7 access to your course allowing you to fit your study in with your schedule.



### Certification

A certificate of attainment will be issued upon completion of your course.

### Careers Collectiv benefits

- Study from anywhere, anytime
- No experience required
- No set deadlines
- Lifetime access to your course

### Flexible payment options

This course can be paid off through an interest free payment plan for \$25 per week.

The overall price will vary depending on the options you select. We also offer a 30% discount for upfront payments.

To find out more about the course that best suits your needs, talk to one of our career advisors on **1300 001 703**.

Call our career advisors for payment options on **1300 001 703**

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