



SOCIAL MEDIA MARKETING

TAGRAM . LINKEDIN . YOUTUBE
CONTENT SYSTEMS . COMMUNITY
ADS . ANALYTICS . GROWTH

DURATION

45 Hours

LEVEL

**Beginner to
Advanced**

MODULES

8

MODE

**Classroom ·
Online · Hybrid**

01 COURSE OVERVIEW

A social media course covering organic content systems, community management and paid amplification. The course treats social as a production system: research, formats, calendars, batching and repurposing, with platform-specific practice for Instagram, LinkedIn, YouTube, Facebook and X. Paid amplification and analytics follow.

Learners run a two-week live content calendar and report on results.

WHO IT IS FOR

Social media executives

Small business owners

Content creators

Agency account managers

PREREQUISITES

Active use of at least one social platform.

02 LEARNING OUTCOMES

01 Choose platforms by audience and objective.

03 Write hooks and captions that suit each format.

05 Manage community and respond to escalation.

07 Report reach, engagement and conversion honestly.

02 Build a content system rather than one-off posts.

04 Produce short-form video efficiently.

06 Amplify winners with paid budget.

01 STRATEGY

Audience research

Content pillars

Competitor benchmarking

Platform selection

Tone of voice

Goal setting

02 CONTENT SYSTEMS

Formats per platform

Batching

Templates

Calendars

Repurposing

Approval workflow

PRACTICAL

30-DAY CALENDAR

03 INSTAGRAM AND FACEBOOK

Reels

Stories

Collaborations

Carousels

Hashtags and SEO

Meta Business Suite

PRACTICAL

REEL SERIES

04 LINKEDIN AND X

Personal vs page content

Documents and polls

Engagement strategy

Thought leadership formats

Newsletters

05 YOUTUBE AND SHORT VIDEO

Channel setup

Scripting

Retention analysis

Titles and thumbnails

Shorts strategy

Playlists

06 COMMUNITY MANAGEMENT

Response frameworks

Crisis handling

Influencer outreach

Moderation

UGC rights

Social listening

07 PAID SOCIAL

Objectives

Creative testing

Retargeting

Audiences

Budget structure

Reporting

TOOLS

META ADS MANAGER

LINKEDIN CAMPAIGN MANAGER

08 ANALYTICS AND GROWTH

Platform insights

Attribution limits

Monthly reporting

Benchmarks

Experiment design

PROJECT

LIVE CAMPAIGN WITH RESULTS REPORT

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

SOCIAL MEDIA MANAGER

CONTENT STRATEGIST

COMMUNITY MANAGER

PAID SOCIAL EXECUTIVE

CREATOR MANAGER

CALL US

+91 73051 33996

EMAIL US

apply@kaizeninfinities.com

VISIT OUR WEBSITE

www.kaizeninfinities.com