

SMM

Course starting from Beginner to Advanced Lvl

This is Facebook & Instagram course for beginners. With the knowledge acquired after the end of this course, you will be able to work as a junior SMM specialist and be a master of Facebook tools and algorithms.

BEGINNER LVL

Welcome to SMM Beginner course

- Day 1 - Program Introduction
- Day 2 - Traditional and Digital Marketing
- Day 3 - What is IG And FB Account Center
- Day 4 - Account Center Tools
- Day 5 - Page Transparency / Page Setup
- Day 6 - Page Setup
- Day 7 - Page Setup / Issue Electoral or Political Ads
- Day 8 - Linked Account / Access and Control
- Day 9 - Instagram / Account Center
- Day 10 - Instagram Tools & Settings
- Day 11 - Reels Shooting Basics & Technical Setup, Files, Formats
- Day 12 - What is SWOT Analysis
- Day 13 - Presentation
- Day 14 - Repetition
- Day 15 - Exam

INTERMEDIATE LVL

Welcome to SMM intermediate Level

- Day 1 - Meta Business Suite Introduction / Instant Forms
- Day 2 - Facebook Boost post | Campaign Objective and Setup
- Day 3 - Facebook Boost post | Targeting & Analyzing
- Day 4 - Facebook Boost post | Practical Working
- Day 5 - Manychat - Connection / Contacts / Basic Segmentation
- Day 6 - Manychat Keywords
- Day 7 - Manychat Growth Tools | IG+FB Comment
- Day 8- Basic Automation
- Day 9 - ManyChat Keywords, Sequences
- Day 10 - ManyChat Practical Working
- Day 11 - Repetition
- Day 12 - **Exam**

ADVANCED LVL

Welcome to SMM Advanced Level

- Day 1 - Digital Advertisements Goal and Specification
- Day 2 - What is Ad account / Ad Account Types
- Day 3 - Ad account payment Method / Billing
- Day 4 - Custom Audience
- Day 5 - Saved Audience / Looklike Audience
- Day 6 - Facebook Campaign Objectives
- Day 7 - Campaign Structure
- Day 8 - FB Auto A/B Test / Ad - Groups
- Day 9 - Ad-Group / Targeting/ Placement / Audience Segmentation
- Day10 - Ad/ Ads Format / Optimize Content
- Day11 - Campaign Creation
- Day12 - Column / Breakdown
- Day13 - Automated Rules
- Day14 - Automated Rules
- Day15 - Brand Safety & Suitability
- Day16 - Business Support Home
- Day17 - Repetition
- Day18 - Exam

