

Social Media Marketing Certificate

Boost your social media marketing skills and stay on top of trends with our certificate program. Learn to create effective strategies on platforms like Instagram, Facebook, LinkedIn, YouTube, TikTok, and Twitter to grow your online following and stand out in the marketplace.

Group classes in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: <https://www.nobledesktop.com/certificates/social-media-marketing>



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Course Outline

This package includes these courses

- LinkedIn Marketing Bootcamp (6 Hours)
- YouTube Marketing (6 Hours)
- TikTok Marketing (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)
- Instagram Marketing Bootcamp (12 Hours)
- Facebook Marketing Bootcamp (12 Hours)
- Streaming for Social Media (6 Hours)
- Social Media Industry & Portfolio (18 Hours)

LinkedIn Marketing Bootcamp

- Get an introduction to LinkedIn & its interface
- Learn how to leverage your personal LinkedIn profile
- Create a company page on LinkedIn
- Learn paid advertising with LinkedIn

YouTube Marketing

- Learn the history of YouTube and its social impact
- Develop a successful social media strategy
- Create content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

TikTok Marketing

- Learn the history of TikTok and its social impact

- Develop a successful social media strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master Twitter marketing

Instagram Marketing Bootcamp

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing Bootcamp

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and Facebook Pixels to ensure that you earn a high return on your advertising budget

Streaming for Social Media

- How to set up OBS for streaming
- How to stream to Twitch and its benefits
- How to stream to YouTube and its benefits
- How to stream to TikTok and its benefits

Social Media Industry & Portfolio

- Learn about earn-first creative thinking
- Create personal ideas and learn how to showcase them in a portfolio
- Resume and LinkedIn optimization
- Social media presence optimization