



SOCIAL MEDIA
MARKETING COURSE
PROSPECTUS

DSM | **DIGITAL**
SCHOOL OF
MARKETING



Owing to the growing trend of social media marketing all organisations and companies need to have a solid understanding of how to market and grow their brands on social channels.

The Digital School of Marketing (DSM) is proud to bring to you the only social media accredited course in South Africa which is accredited by the Media Information and Communication Technology SETA.

This course will enable you to grow a brand online any social channel, increase customer engagement on these channels and correctly target the correct market on social media. With this course under your belt, you will be able to measure the success of your campaigns and adjust your message to suit your target audience.

The Social Media Specialist Certification is a must for those who love interacting with people online and want to create a solid brand for themselves or their companies online.

This social media management course is conducted online over a 12-week period and is considered to be the benchmark in social media marketing in SA.

What you will master



Navigation and the Social Media Landscape

In this module we'll discuss an introduction to social media marketing, explain social media and your brand, how to connect your brand to the right audience, different types of social media platforms, social networking and blogging. This is just the tip of the iceberg.



Social Media Content Strategy

With an introduction to content marketing in social media, we will teach you about developing a content style guide for social media, developing a content marketing plan for social media strategy, how to get the right mix of curated and created social media content as well as how to go about performing a competitor analysis.



Managing a Social Media Community

In this module we explain the difference between community and social management. We teach you about community engagement guidelines and social media personalities.



Advertising on Social Media

In this exciting module we give you an introduction to advertising on social media, which includes Facebook, LinkedIn, Twitter, Instagram and YouTube, among others. We'll also teach you how to use paid advertising platforms on these channels and how to analyse the results of your social media campaigns.



Marketing Communication Concepts

In this unit standard-accredited module you will learn how to identify and explain marketing communication concepts and ideas, implement low- and high-focus thinking as well as explain and apply lateral thinking processes. This unit is aligned to the following unit standard: SAQA ID 10064 NQF Level 5, 8 Credits.

Course modules

- » Navigation & Social Media Landscape
- » Marketing Communications Concepts
- » Social Media Content Strategy
- » Content Creation Across Social Media Platforms
- » Creating Content that Drives Engagement
- » Write Advertising Copy
- » Managing a Social Media Community
- » Advertising on Social Media
- » Social Media Brand Identity
- » Measuring & Optimising Social Media Advertising
- » Social Media Marketing Strategy Planning

How you can learn at DSM

All courses at DSM are delivered on our state-of-the-art online learning platform. It is jam packed with videos and infographics so that you can take your learning experience to the next level. On our learning platform, there are:



200 videos



100 infographics



Assessments



Slides



Progress trackers



Interactive feedback

YOUR COURSE PACK INCLUDES

Online Access | Branded USB Stick | Branded Laptop Bag
DMS coffee canister | DSM cap | Branded DSM Notepad & Pen



Accreditation
MICT | SETA