

Social Media Marketing Course

1. Definition of social media
2. Types of social media
3. Key terms to understand
4. How Social Media influences audience
5. How Social Media is affecting Google Search
6. How to choose right social media
7. Developing unique content, positioning and voice
8. How to generate Word of mouth
9. Integrating social media into your website and blogs
10. How to amplify content with multiple Social Media channels – Viral Marketing

11. Using Twitter

- What is Twitter
- Why we love it
- Opportunity
- How to Setup a Twitter account
- Tips about setting up a Twitter account: Personal Bio | Profile Picture | Background Picture
- Following and Listening
- Building Relationship
- Tools for managing your Tweets
- Finding People and Companies on Twitter
- Understanding the Twitter Lingo
- Twitter Guidelines
- Twitter Tools
- Reputation Management | Keyword Research | Competition Analysis
- Automate Twitter
- How to Shorten and Measure your URLs

12. Using Facebook

- Setting up Facebook and Privacy
- What Can You Do With Facebook
- Facebook Features: Photo Album | Events | The Wall and Notes | Chat | Groups and Fan Pages
- Facebook Benefits
- Facebook Fan Pages
- Facebook Profile
- Group Pages vs. Fan Pages
- Facebook Pages – what can you do
- How to promote your Facebook page
- Engagement and Conversation
- Being Found in Real Time Search
- Creating Facebook Application / Widget

- Pro and Con of using Facebook
- Linking with YouTube
- Creating Events
- Building content calendar

13. Using LinkedIn

- What is LinkedIn
- LinkedIn Answers
- LinkedIn Groups
- How to do link building in LinkedIn
- Creating SEO friendly URL
- Pro & Con of using LinkedIn

14. Using Google Buzz

- What is Google Buzz
- Google Buzz and Privacy Issues

15. Google Plus

- What is Google Plus
- Features
- Tools & Techniques
- Google Plus: Circles | Hangouts | Stream
- Google Plus goes Mobile
- Google + 1
- Google Plus for Businesses

16. MySpace

17. Kaboodle (only for product based site)

18. Do and Don't of Social Networking

19. Video optimization

- YouTube
- MetaCafe
- Vimeo
- AOL Videos

20. RSS feed optimization

21. Wikies

22. Blog / Micro-blog

- Do and Don't
- Widgets
- Rules of Corporate blogging
- Tips and tricks for interesting articles
- Publishing and networking via blog
- Blog promotion
- Myblog
- Post updation
- Blog Commenting

23. Bookmarking

- StumbleUpon
- Digg

- Reditt
- Delicious
- Fave It
- E-buzz

24. Power Point Presentation

- Slideshare

25. Photo sharing

- Flickr
- Picasa Web
- TinyPic

26. Forum and Online Communities

- Yahoo Q & A
- Answers.com
- Forum comments
- Google forum
- Yahoo groups

27. Press Release/ News

- Writing with keywords
- Maximizing coverage
- Distribution

28. Article creation & Submission

29. Content sharing

- Squidoo lens
- Hubpages
- Scribd