



Become a Social Media Marketing Strategist Course

15 Days Practical Training



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Course Overview

Build Scroll-Stopping Strategies that Drive Results

Social media is where attention lives – and brands that understand strategy, creativity, and timing dominate the space. This **15-day Social Media Marketing Strategist Course by SkillUpgrades** equips you with actionable skills to build strong brand presence, increase engagement, and drive real results across platforms.

You'll learn to craft organic and paid strategies for **Instagram, Facebook, LinkedIn, YouTube**, and more – using real tools, analytics, and storytelling techniques that actually work.

Perfect for aspiring marketers, content creators, freelancers, and small business owners.

What You'll Learn

- Building a social media strategy from scratch
- Content planning, calendar creation & platform selection
- Instagram growth strategies: reels, carousels, hashtags
- Facebook engagement through groups & pages
- LinkedIn personal branding & lead generation



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- YouTube optimization: thumbnails, titles, SEO
- Social media copywriting & storytelling
- Trend analysis, campaign ideation, and brand voice
- Analytics tools: Meta Business Suite, Creator Studio
- Scheduling tools: Buffer, Later, Meta Planner
- Paid ads overview (Meta Ads basics for SMM)

Who Should Enroll

- Social media enthusiasts
- Digital marketing beginners
- Business owners managing their brand pages
- Freelancers and influencers
- Students looking to start freelance or agency careers

Requirements

- Basic knowledge of social media platforms



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- Laptop or mobile with internet access
- Willingness to practice and create content daily

Course Modules – Social Media Marketing (15 Days)

Module 1: Social Media Foundations

- Importance of SMM in 2025
- Choosing the right platform for your audience
- Key metrics: reach, impressions, engagement, CTR

Module 2: Content Strategy & Calendar Building

- Creating content buckets
- Storytelling for short form (reels) & long form (posts)
- Monthly content calendar with hooks & CTAs

Module 3: Instagram & Facebook Strategy

- Optimizing business profiles
- Hashtag strategy & posting frequency
- Creating reels, carousels, stories



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- Facebook groups, community growth & boosting basics

Module 4: LinkedIn & YouTube Growth

- Building a professional LinkedIn profile
- Writing viral LinkedIn posts & lead magnets
- YouTube SEO, thumbnails, & video scripting basics

Module 5: Tools, Analytics & Campaigns

- Meta Business Suite walkthrough
- Buffer, Hootsuite, Creator Studio
- Reporting metrics & performance analysis
- Intro to paid campaigns for traffic & leads

Course Highlights

- 100% strategy-based practical learning
- Real content creation & campaign planning
- Updated for Instagram & LinkedIn algorithm 2025
- Certificate of Completion
- Freelancing & brand-building mentorship



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