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Social MetaVerse

Quarter 4: Social MetaVerse: Social Presence and Connecting Digital Communities
Duration: 3 Months | Fee: 29,500/-

Welcome to the fourth quarter of our program, Social MetaVerse: Social Presence and Connecting Digital Communities. In this quarter, we delve into the vibrant world of social media marketing with the intention of helping you establish a strong social presence and connect with digital communities. Our purpose is clear: to equip you with the knowledge and skills needed to navigate the ever-changing landscape of social media and harness its power to engage and connect with your audience. Throughout this quarter, we will explore a variety of topics, including crafting compelling social media content, building and managing social media profiles, and implementing effective engagement strategies. Understanding the importance of social media in today's digital age cannot be overstated, as it provides a unique opportunity to humanize your brand, build relationships with your audience, and drive meaningful interactions. By mastering the principles of social media marketing, you will be able to create authentic connections, foster community engagement, and ultimately, achieve your business objectives. At the conclusion of this quarter, you will emerge with a comprehensive understanding of social media marketing and the skills needed to cultivate a strong social presence that resonates with your audience and drives tangible results for your business.

Intention of Social MetaVerse

The Social MetaVerse of the Post Graduate Professional Training Program in Digital Marketing is dedicated to providing participants with an in-depth understanding of the Facebook (Meta) platform and its applications in digital marketing, with a focus on marketing funnels. The primary purpose is to equip learners with the knowledge and skills necessary to effectively leverage Facebook's marketing tools, features, and strategies for achieving marketing objectives and driving business growth in the dynamic digital landscape.

Throughout this quarter, students will gain hands-on experience with various tools and techniques of the Meta Platform, including Facebook Ads Manager, Audience Insights, Facebook Pixel, Facebook Business Suite, Facebook Shops, Catalog Manager, Instagram Ads, Instagram Insights, Instagram Shopping, Instagram Checkout, Canvas Ads (Instant Experience), Facebook Creator Studio, Facebook Groups, Group Insights, and the Facebook Audience Network.

The Social MetaVerse concludes with insights into Facebook Blueprint, a certification program that recognizes proficiency in Facebook marketing. By the end of this quarter, participants should have a comprehensive grasp of the Meta Platform's potential, enabling them to develop effective marketing strategies using Facebook's array of tools and features to achieve business objectives and drive growth in the digital marketing landscape.

The Purpose includes:

- Specialized segment focusing on the Facebook (Meta) platform and marketing funnels.

- Hands-on experience with Facebook Ads Manager, Audience Insights, and Facebook Pixel.

- Understanding and using Facebook Business Suite, Facebook Shops, and Catalog Manager.

- Leveraging Instagram's marketing potential through Instagram Ads, Insights, Shopping, and Checkout.

- Utilizing Canvas Ads (Instant Experience) for interactive ad experiences.

- Managing content with Facebook Creator Studio and maintaining a positive online environment.
- Emphasizing Facebook Groups, Group Insights, and building engaged communities.
- Extending ad reach with the Facebook Audience Network and optimizing ad placements.
- Insights into Facebook Blueprint certification program for official recognition of proficiency in Facebook marketing.

Objectives of the Social MetaVerse

The objectives of the Social MetaVerse in the Post Graduate Professional Training Program in Digital Marketing are as follows:

1.Comprehensive Understanding of Meta Platform: Develop a thorough understanding of the Meta (Facebook) platform, its functionalities, and its relevance in the digital marketing ecosystem.

2.Application of Digital Marketing Techniques: Learn how to effectively apply digital marketing techniques, including marketing funnels, using various features and tools offered by the Meta Platform.

3.Mastery of Facebook Ads Manager: Gain proficiency in creating, managing, and optimizing targeted ad campaigns through Facebook Ads Manager to reach specific audiences and achieve marketing goals.

4.Audience Insights and Segmentation: Utilize Audience Insights to better understand target audiences, enabling strategic audience segmentation and personalized marketing approaches.

5.Tracking and Measurement with Facebook Pixel: Learn to implement and leverage Facebook Pixel for accurate tracking of website conversions and ad performance, enabling data-driven decision-making.

6.Efficient Facebook Business Suite Management: Develop skills in using the Facebook Business Suite to efficiently manage multiple business pages and advertising accounts.

7.Creating Seamless Shopping Experiences: Utilize Facebook Shops and Catalog Manager to create seamless shopping experiences for customers, enhancing the potential for sales and conversions.

8.Centralized Account Management: Learn to utilize Facebook Business Manager for centralized account management, collaboration, and enhanced security.

9.Leveraging Instagram for Marketing: Acquire knowledge of Instagram Ads, Insights, Shopping, and Checkout to effectively leverage Instagram's marketing potential for business growth.

10.Engaging Ad Experiences with Canvas Ads: Create captivating and interactive ad experiences using Canvas Ads, now known as Instant Experience, to boost audience engagement.

11.Content Management with Facebook Creator Studio: Master Facebook Creator Studio for streamlined content management and consistent brand messaging across Facebook and Instagram pages.

12.Ensuring a Positive Online Environment: Understand Facebook's Community Standards and Moderation Tools to maintain a safe and positive online environment for users.

13.Building Engaged Communities with Facebook Groups: Learn how to build and manage engaged communities on Facebook Groups, and analyze performance using Group Insights.

14.Extending Reach with Facebook Audience Network: Explore the Facebook Audience Network to extend ad reach beyond the platform and optimize ad placements for enhanced results.

15.Recognition through Facebook Blueprint: Prepare for and successfully complete Facebook Blueprint certifications, gaining official recognition of proficiency in Facebook marketing.

By the end of the Social MetaVerse, participants should be well-equipped with the knowledge and skills required to utilize the Meta Platform effectively for digital marketing purposes. They will be able to create compelling ad campaigns, engage with target audiences, drive conversions, and achieve marketing objectives, thereby positioning themselves as competent and successful digital marketing professionals within the Facebook ecosystem.

Course Structure for Social MetaVerse Program:

This structure ensures wide range of digital marketing tools on the Meta Platform is covered across following courses:

Code	Course Name	Program	Duration
SM01	Social Media Foundation	Social MetaVerse	3 Weeks
SM02	Mastering the Meta Platform	Social MetaVerse	3 Weeks
SM03	Social Media Content Management and Community Building	Social MetaVerse	3 Weeks
SM04	Landing Page Design for Digital Marketing	Social MetaVerse	2 Weeks
SM05	Facebook Blueprint Certification Preparation	Social MetaVerse	2 Weeks

Sm01: Social Media Foundation

1. Crafting Compelling Social Media Content: This course focuses on content strategy, creation, and optimization for various platforms like Facebook and Instagram. It will cover:

- Understanding content formats (text, images, videos, stories)
- Developing a content calendar
- Crafting engaging and visually appealing content

2. Building and Optimizing Social Media Profiles: This course dives into building strong profiles for your business on Facebook and Instagram. It will go over:

- Creating a social media strategy
- Optimizing profiles for search engines
- Growing a targeted audience through organic reach and paid tactics

Sm02: Mastering the Meta Platform

1. Meta Platform Fundamentals: This course provides a comprehensive overview of the Meta Platform, including Facebook, Instagram, and their functionalities. It will explore:

- How each platform fits into the digital marketing ecosystem
- Unique strengths for marketing strategies on each platform

2. Meta Business Suite and Ads Manager: This course delves deeper into the Meta Business Suite. Participants will learn how to:

- Manage multiple business pages and advertising accounts across Facebook and Instagram
- Create, manage, and optimize targeted ad campaigns using Facebook Ads Manager to reach specific audiences and achieve marketing goals

3. Audience Insights and Targeting Strategies: This course focuses on leveraging Audience Insights to understand target audiences better. Participants will learn how to:

- Analyze demographics, interests, and behaviors
- Create data-driven audience segments for personalized marketing approaches
- Explore advanced targeting options within Facebook Ads Manager

4. Meta for Ecommerce: This course dives into Facebook Shops and Catalog Manager. Participants will learn how to:

- Create seamless shopping experiences with product listings
- Manage catalogues
- Integrate Facebook Shops and Instagram Shopping for a unified customer journey that

Sm03: Social Media Content Management and Community Building

1. Facebook Creator Studio and Content Management: This course focuses on using Facebook Creator Studio for streamlined content management across Facebook and Instagram pages. Participants will learn how to:

- Schedule posts
- Manage comments and messages
- Maintain a consistent brand voice across platforms

2. Building Engaged Communities with Facebook Groups & Direct Messaging: This course explores fostering online communities and direct communication. It will cover:

- Creating and managing Facebook Groups
- Utilizing Group Insights to analyze performance
- Engaging members to build a loyal community
- Leveraging Facebook Messenger Marketing & Instagram Direct Messages for customer service and relationship building

3. Advanced Features and Integrations (Optional 1 Week): This optional week can introduce participants to additional tools like:

- Facebook Live & Instagram Live for real-time engagement
- WhatsApp Business for direct communication and community building
- Brand Collabs Manager for influencer marketing (brief overview)

Sm04: Social Media Advanced Measurement and Optimization

1. Conversion Tracking & Insights: This course focuses on tracking conversions (website purchases, app downloads, etc.) driven by Meta Platform marketing efforts across Facebook, Instagram, WhatsApp, and Messenger. These insights help you measure campaign effectiveness and optimize for better results.

2. Advanced Campaign Strategies: This course dives deeper into advanced campaign strategies for various marketing goals (brand awareness, lead generation, conversions).

SM05: Facebook Blueprint Certification Preparation

This optional week (or self-study resources) can prepare participants for Facebook Blueprint certifications, which offer official recognition of their proficiency in Facebook marketing. While Meta (formerly Facebook) doesn't currently offer certifications directly, they have a program called Blueprint that provided certifications in the past. These certifications are still recognized by many in the industry and can demonstrate your proficiency in Meta Platform marketing tools. However, it's important to note that Meta has put some Blueprint certifications on hold, and the future of the program is uncertain.

Here's a breakdown of the Meta Blueprint certifications related to digital marketing and social media:

- **Facebook Certified Marketing Professional:** This comprehensive certification covered a wide range of Facebook marketing topics, including campaign creation, audience targeting, measurement, and optimization.

- **Facebook Certified Advertising Professional:** This certification focused specifically on advertising on Facebook, covering ad creation, campaign management, and budget optimization.
- **Facebook Certified Community Manager:** This certification focused on building and managing online communities on Facebook.

Introduction, Intention and Purpose of Each Course:

Sm01: Social Media Foundation

The "Social Media Foundation" course is designed to equip participants with the essential skills needed to create compelling social media content and build optimized profiles on platforms like Facebook and Instagram. It begins with "Crafting Compelling Social Media Content," where learners will explore various content formats, such as text, images, videos, and stories, and develop strategies for creating a content calendar and engaging visuals. The second part, "Building and Optimizing Social Media Profiles," focuses on creating a robust social media strategy, enhancing profiles for better search engine visibility, and growing a targeted audience through both organic and paid tactics. This course aims to lay a solid foundation in social media marketing by ensuring participants can effectively communicate and connect with their audience.

Sm02: Mastering the Meta Platform

"Mastering the Meta Platform" is an intensive six-week course that provides a deep dive into the functionalities and strategic use of Facebook and Instagram within the Meta ecosystem. The course begins with "Meta Platform Fundamentals," offering a broad overview of how these platforms integrate into digital marketing strategies. Next, "Meta Business Suite and Ads Manager" covers the management of multiple business pages and ad accounts, emphasizing the creation and optimization of targeted ad campaigns. Participants will also learn about "Audience Insights and Targeting Strategies" to leverage data for personalized marketing and advanced targeting. Finally, "Meta for Ecommerce" focuses on using Facebook Shops and Catalog Manager to enhance the online shopping experience and drive conversions. This course aims to transform participants into proficient users of the Meta Platform for comprehensive digital marketing.

SM03: Social Media Content Management and Community Building

The "Social Media Content Management and Community Building" course is tailored for those looking to streamline content management and foster engaged online communities. Starting with "Facebook Creator Studio and Content Management," participants will learn to schedule posts, manage interactions, and maintain a consistent brand voice across platforms. The course then delves into "Building Engaged Communities with Facebook Groups & Direct Messaging," teaching how to create and manage groups, analyze group performance, and engage with members to build loyalty. An optional advanced features week covers tools like Facebook Live, Instagram Live, WhatsApp Business, and influencer marketing through Brand Collabs Manager. This course aims to empower participants to effectively manage social media content and build vibrant, engaged communities.

Sm04: Social Media Advanced Measurement and Optimization

"Social Media Advanced Measurement and Optimization" is a focused two-week course designed to enhance participants' abilities to track and optimize their marketing efforts on the Meta Platform. The first module, "Conversion Tracking & Insights," teaches how to measure the effectiveness of campaigns across Facebook, Instagram, WhatsApp, and Messenger by tracking conversions such as website purchases and app downloads. The second module, "Advanced Campaign Strategies," provides deeper insights into creating sophisticated campaigns aimed at various marketing goals, including brand awareness, lead generation, and conversions. This course's purpose is to equip participants with the skills to analyze performance data and refine their strategies for maximum impact.

SM05: Facebook Blueprint Certification Preparation (Self Effort)

The "Facebook Blueprint Certification Preparation" course is an optional module designed to prepare participants for obtaining official recognition of their proficiency in Facebook marketing. This course provides self-study resources and guidance to help participants prepare for various Blueprint certifications, such as the Facebook Certified Marketing Professional, Advertising Professional, and Community Manager Certifications. These certifications, although currently on hold, are still valued in the industry and cover essential topics like campaign creation, audience targeting, measurement, optimization, and community management. The course aims to enhance participants' credentials and demonstrate their expertise in utilizing Meta Platform marketing tools effectively.

List of Digital Marketing Tools on the Meta Platform are included and distributed under various courses:

This list combines digital marketing tools from both Facebook/Instagram and WhatsApp/Messenger, along with how they are covered in the Social MetaVerse program:

1. Engagement and Content Creation

- **Facebook Live & Instagram Live (Covered in Course SM03)**: Livestream engaging content to connect with your audience in real-time.

- **Facebook Stories & Instagram Stories (Covered in Course SM03)**: Utilize disappearing content formats for audience interaction, product showcases, and website traffic generation.

- **WhatsApp Business & WhatsApp Groups:** Create a dedicated WhatsApp Business profile to share updates, promotions, and offer customer support directly through chats. Additionally, leverage WhatsApp Groups to build communities around your brand.

2. Direct Communication and Lead Generation

- **Facebook Messenger Marketing & Instagram Direct Messages (Covered in Course SM03)**: Personalize communication with your audience through direct messaging platforms for customer service and relationship building.

- **Facebook Lead Ads & Instagram Lead Forms (Covered in Course SM02)**: Simplify lead capture within the platform, allowing potential customers to express interest directly from your ads.

3. Meta Platform Tools (Covered in Course SM02)

- **Meta Platform Fundamentals:** Gain a foundational understanding of Facebook, Instagram, and their functionalities within the digital marketing ecosystem.

- **Meta Business Suite and Ads Manager:** Learn how to manage business pages and ad accounts across Facebook and Instagram. Additionally, create, manage, and optimize targeted ad campaigns using Facebook Ads Manager.

- **Audience Insights and Targeting Strategies:** Leverage Audience Insights to understand target audiences. Analyze demographics, interests, and behaviors to create data-driven audience segments for your marketing efforts.

- **Meta for Ecommerce:** Create seamless shopping experiences with Facebook Shops and Catalog Manager. Manage product listings and integrate Facebook Shops with Instagram Shopping for a unified customer journey that drives sales.

4. Community Building

- **Facebook Creator Studio and Content Management (Covered in Course SM03)**: Use Facebook Creator Studio to manage content across Facebook and Instagram pages. Schedule posts; manage comments and messages, which is crucial for community building.

- **Building Engaged Communities with Facebook Groups (Covered in Course SM03)**: Foster online communities by creating and managing Facebook Groups. Analyze performance with Group Insights and engage members to build a loyal community.

5. Advanced Targeting and Measurement

- **Conversion Tracking & Insights:** Track conversions (website purchases, app downloads, etc.) driven by your Facebook, Instagram, WhatsApp, and Messenger marketing efforts. These insights help you measure campaign effectiveness and optimize for better results. (Not directly covered in courses, but applies to all Meta Platform tools)

6. Collaboration (Optional)

- **Brand Collabs Manager:** Connect with relevant creators and influencers for branded content collaborations on Facebook and Instagram.

- **Internal Communication (Optional)**

- **Facebook Workplace (formerly Facebook Workplace Chat):** While not strictly for marketing, Facebook Workplace can be a valuable platform for internal team communication and collaboration, especially for marketing teams working on Meta Platform campaigns."

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