

SMM

Course starting from Beginner to Advanced Lvl

This is Facebook & Instagram course for beginners. With the knowledge acquired after the end of this course, you will be able to work as a junior SMM specialist and be a master of Facebook tools of algorithms.

BEGINNER LVL

Welcome to SMM Beginner course

- Day 1 - Introduction
- Day 2 - Marketing for Beginners
- Day 3 - Introducing / Profile / Profile Settings
- Day 4 - Account Center
- Day 5 - Account Center
- Day 6 - News Feed Algorithm / Facebook Group
- Day 7 - New Page Experience / Professional Dashboard
- Day 8 - Settings all Tools
- Day 9 - Settings all Tools
- Day 10 - Post Reach Algorithm / Page posts Interaction / Other Important Skills
- Day 11 - Repetition
- Day 12 - Instagram / Settings
- Day 13 - Instagram / Professional Dashboard
- Day 14 - Instagram / Account Center
- Day 15 - Game (Account Centre, News Feed Algorithm & Post Reach Algorithm)
- Day 16 - SWOT Analysis
- Day 17 - Competitive Analysis (PDF - PPT, Google Slides)
- Day 18 - Presentation
- Day 19 - Repetition
- Day 20 - Exam

INTERMEDIATE LVL

Welcome to SMM intermediate Level

- Day 1 - **Social Issues, Elections or Political Ads / Special Ads**
- Day 2 - **Meta Business Suite, post a content to a page/Instagram**
- Day 3 - **Meta Business Suite / Insights / Add messenger to a website**
- Day 4 - **Meta Business Suite / Lead Generation**
- Day 5 - **Repetition**
- Day 6 - **Facebook Boost post | Campaign Setup**
- Day 7 - **Facebook Boost post | Targeting & Analyzing**
- Day 8 - **Debate trainers**
- Day 9 - **Manychat - Connection / Contacts / Basic Segmentation**
- Day 10 - **Manychat Keywords**
- Day 11 - **Manychat Growth Tools | IG+FB Comment**
- Day 12- **Basic Automation**
- Day 13 - **Games**
- Day 14 - **Exercises, Summary**
- Day 15 - **Repetition**
- Day 16 - **Exam**

ADVANCED LVL

Welcome to SMM Advanced Level

- Day 1 - **What is Digital Advertisement, Types of DM Ads**
- Day 2 - **Digital Advertisements Goal and Specification**
- Day 3 - **What is Ad account / Ad Account Types**
- Day 4 - **Ad account payment Method / Billing**
- Day 5 - **Facebook Campaign Objectives**
- Day 6 - **Campaign Structure**
- Day 7 - **FB Auto A/B Test / Ad - Groups**
- Day 8 - **Ad-Group / Targeting/ Placement**
- Day 9 - **Ad/ Ads Format / Optimize Content**
- Day 10 - **Column / Breakdown**
- Day 11 - **Creative Hub / Media Library**
- Day 12 - **Brand Safety & Suitability**
- Day 13 - **Repetition**
- Day 14 - **Exam**



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