



Course Objectives:

Easy-to-understand training program designed for individuals with no marketing background. Participants will learn fundamental digital marketing skills, social media strategies, basic advertising techniques, and content creation methods to promote their personal brand or small business.

Training Content & Highlighted:

Session 1: Digital Marketing Fundamentals

- ✚ Digital marketing overview
- ✚ Importance of social media for small businesses
- ✚ Major social media platform analysis
- ✚ Basic digital marketing principles

Session 2: Instagram Marketing Strategies

- ✚ Instagram platform characteristics and user personas
- ✚ Content types and visual design
- ✚ Instagram Stories and Reels creation techniques
- ✚ Hashtag strategies
- ✚ Business account management and insights analysis

Session 3: TikTok Marketing Strategies

- ✚ TikTok platform ecosystem and trend analysis
- ✚ Viral content creation techniques
- ✚ Short video shooting and editing practices
- ✚ Music and special effects utilization
- ✚ Challenge and trend participation strategies

Session 4: Facebook Advertising Basics

- ✚ Facebook ad placement techniques
- ✚ Cross-platform advertising strategies
- ✚ Budget control and audience targeting
- ✚ Ad performance analysis

Session 5: Content Marketing and Personal Branding

- ✚ Multi-platform content strategies
- ✚ Personal brand building
- ✚ Content consistency and differentiation

