

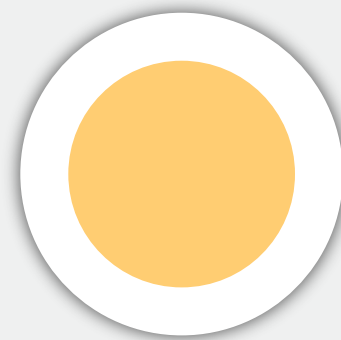
SOCIAL MEDIA MARKETING

Learn to Run Profitable Campaigns on
Facebook, Instagram, Google & More





Course Description



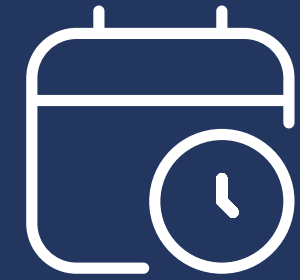
Step into the world of high-impact advertising with IDT's practical, beginner-friendly Social Media Marketing Course.

In just 3 months, you'll learn to run professional campaigns across Facebook, Instagram, and Google, build high-converting funnels, track performance, and manage clients with confidence.

This hands-on course teaches you how to create powerful ad creatives, set up custom targeting, manage budgets, and analyze results using real campaign data. Whether you're launching your own brand or managing clients, you'll gain the tools to drive real ROI through paid media.

With a strong focus on freelancing and client work, you'll also learn how to package your services, write winning proposals, and start your career on platforms like Upwork and Fiverr.

Join us at the Institute of Digital Technology (IDT) in Okara and launch your journey as a confident social media marketer and media buyer.



Course Duration

Total 3 Month's & 2 Days/Week
3pm to 6pm



Learning Mode

Physical Classes



Course Fees

Rs. 15,000 / month
Total Course Fee Rs. 45,000

Target Audience

Marketing Executives, Business Owners, Freelancers, Content Creators, Graphic Designers, Students, Virtual Assistants, Admin Staff, and Individuals who want to learn how to run ads, generate leads, and grow online businesses using Facebook, Instagram, and Google Ads.

Tools You'll Master:

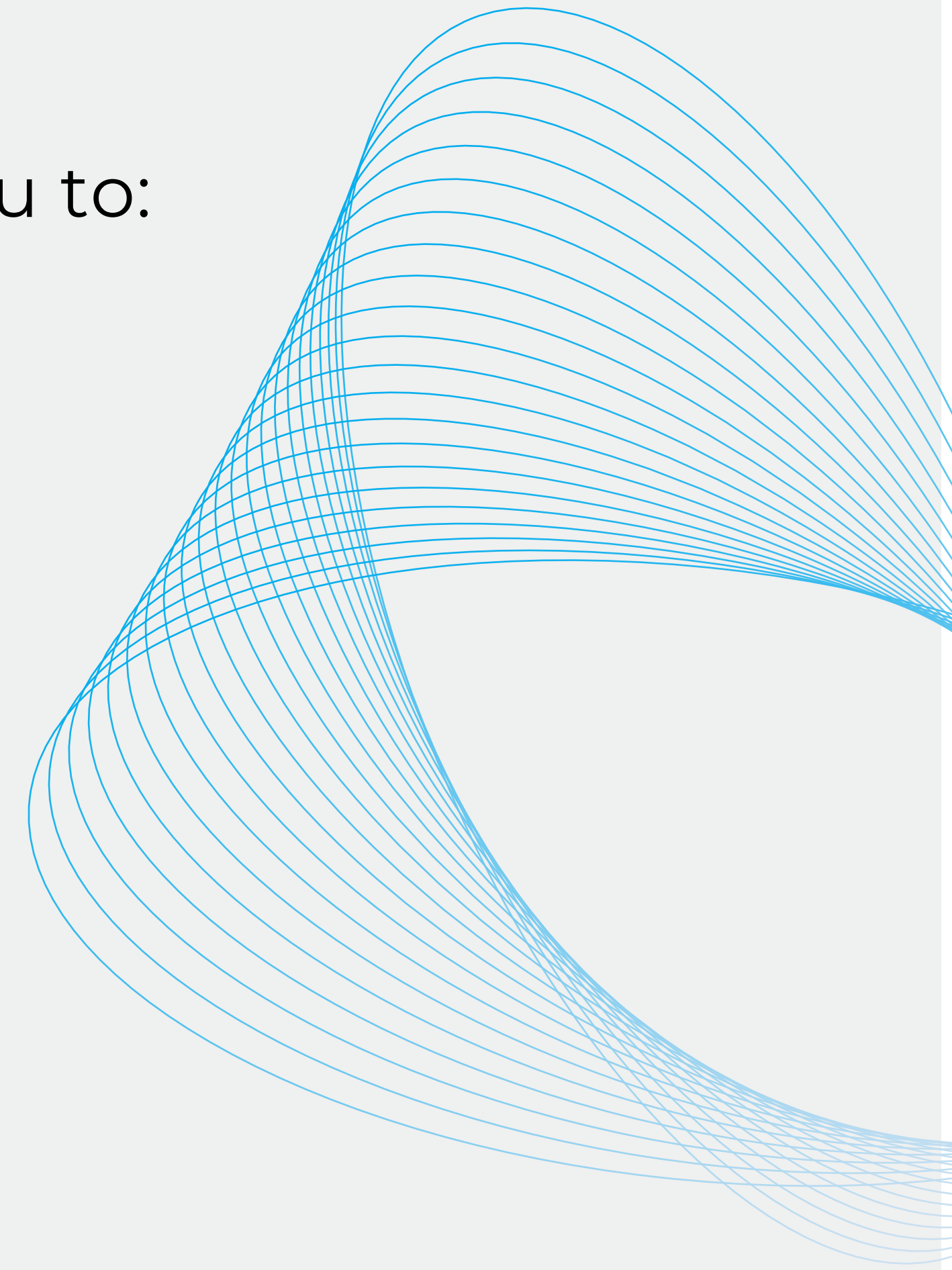
- Meta Business Suite (Facebook & Instagram Ads)
- Google Ads (Search & Display)
- Canva Pro for Ad Creative Design
- Google Analytics & Conversion Tracking
- WhatsApp Marketing Tools
- Pixel & Event Manager
- Landing Page Builders (GoHighLevel or Systeme.io)

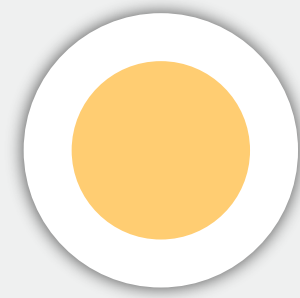


Course Objectives

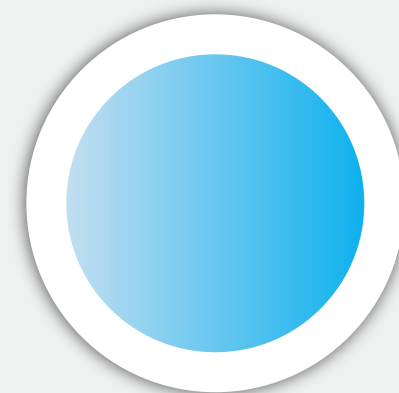
This Social Media Marketing Course is designed to help you to:

- Practical experience with real ad campaigns
- Portfolio-ready projects for freelancing
- Client handling & proposal writing skills
- Proven ad strategies for different industries
- A Certificate of Completion from IDT





Certification



Certification of Completion by IDT will be awarded to candidates who have demonstrated competency in the Social Media Marketing course assessment and achieved at least 90% attendance.



Module 1: Social Media Marketing Fundamentals

Overview:

Get introduced to online advertising, campaign types, and business goals.

Key Topics:

- Digital Marketing vs. Social Media Marketing
- Overview of FB, IG, Google Ads Ecosystem
- Ad Types: Awareness, Engagement, Conversion
- Understanding Target Audience & Buyer Psychology
- Ad Creatives — What Makes Them Work?

Career Options:

- Junior Social Media Manager
 - Digital Marketing Assistant
 - Ad Account Coordinator
 - Social Content Strategist
 - Marketing Support Executive
 - Audience Research Analyst
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Module 2: Campaign Creation & Targeting Strategies

Overview:

Learn to set up, run, and scale ads that convert.

Key Topics:

- Facebook & Instagram Ads Manager Setup
- Detailed Targeting, Custom & Lookalike Audiences
- Budget Planning & Ad Scheduling
- Retargeting Campaigns
- Ad Copywriting Techniques

Career Options:

- Meta Ads Specialist
- Facebook Campaign Manager
- Audience Targeting Expert
- Performance Marketer
- Lead Generation Specialist
- Social Media Buying Assistant

Module 3: Landing Pages, Pixels & Analytics

Overview:

Connect ads to landing pages and track what works.

Key Topics:

- Creating Funnels Using Systeme.io or GoHighLevel
- Pixel & Event Setup (Meta + Google)
- Conversion Tracking Basics
- Analyzing Campaign Results
- Optimizing Ads Based on Data

Career Options:

- Funnel & Landing Page Designer
 - Conversion Rate Optimization (CRO) Specialist
 - Marketing Data Analyst
 - Facebook Pixel Expert
 - Campaign Tracking Consultant
 - Google Tag Manager Assistant
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Module 4: Google Ads & Multi-Platform Campaigns

Overview:

Expand beyond social — learn the power of search and display ads.

Key Topics:

- Google Ads Dashboard Basics
- Keyword Research & Campaign Setup
- Search vs. Display Campaigns
- Google Analytics Overview
- Multi-Platform Strategy Design

Career Options:

- Google Ads Campaign Manager
 - Search Engine Marketing (SEM) Expert
 - PPC Strategist
 - Google Analytics Specialist
 - Multi-Platform Media Buyer
 - AdWords Consultant
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Module 5: Freelancing & Client Work

Overview:

Launch your freelancing journey with confidence.

Key Topics:

- Setting Up Fiverr & Upwork Profiles
- Building Your Ad Portfolio
- Client Proposal & Pricing Models
- Communication & Reporting Skills
- Real Freelancing Case Study (Live Campaign)

Career Options:

- Freelance Social Media Marketer
 - Upwork/Fiverr Ads Consultant
 - Client Proposal Writer
 - Ad Campaign Freelancer
 - Digital Marketing VA (Virtual Assistant)
 - Remote Paid Media Expert
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Final Project & Certification

In the final month, students will:

- Launch a **complete ad campaign for a real business type**
- Run and optimize the campaign with instructor feedback
- Present a live performance report & analytics

Upon completion, students will receive:

- **Certificate of Completion** from IDT.
- Access to the **IDT Group** for continuous growth & support.



Frequently Asked Questions



Do I need to bring my laptop?

Yes. You must bring your personal laptop for practical learning.



Do I need prior experience?

No. The course is beginner-friendly and practical.



Will I run actual ad campaigns?

Yes. You will launch and monitor real ads as part of your final project.



Will I get a certificate?

Yes. On successful completion and 90% attendance.

Social Media Marketing



APPLY NOW!