

BECOME A SOCIAL MEDIA PRO In Just 4 Months!



Social media is the **#1 marketing** tool for brands today. Learning social media can unlock exciting career opportunities for digital marketing aspirants with top MNCs & social media agencies, influencers, and business owners.

1.6 Lakh + jobs

in Social Media & Digital Marketing.

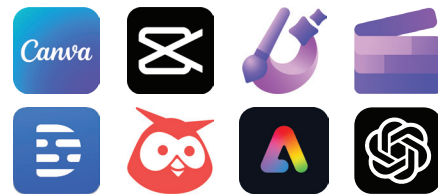


Advanced Social Media Marketing Course

Turn your scrolling into a high paying skill with hands on, industry ready training.



6 Social Media Platforms



10+ Content & AI Tools

Unique Learning Approach



50+

Real Brand
Case Studies



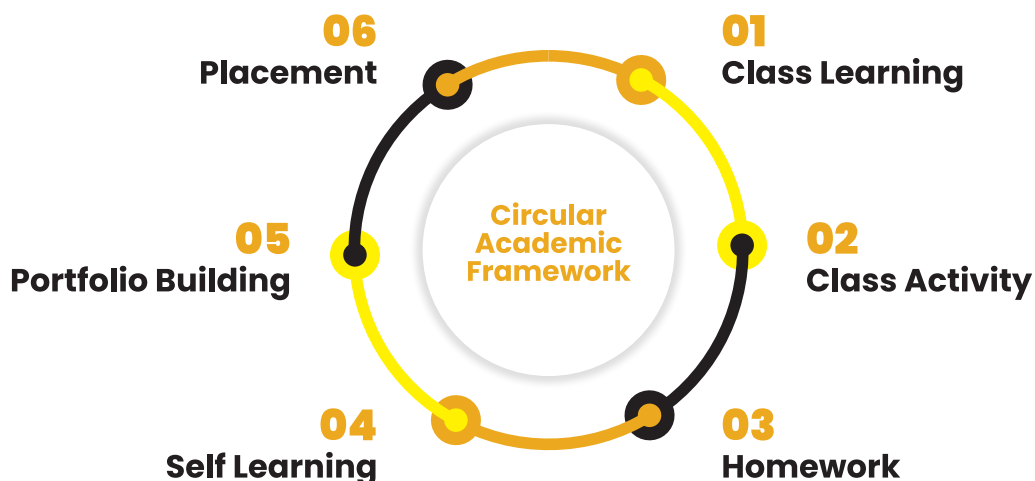
200+

Actionable
Insights



100%

Placement
Assistance



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Course Timeline

Duration: 4 Months

Sessions: 30 Sessions

Session Length: 2 Hours

Weekend & Weekday Batches*

Course Modules

1

Introduction to Social Media

What is Social Media?
Types of Social Media Platforms
Why Social Media Matters?
Social Media Terminology
Starter Kit
Careers & Salary Insights

2

Creating and Optimizing Social Media Profiles

Setting Up Profiles
Understanding Platform Specific Features
Branding Basics

3

Content Strategy and Planning

Types of Content
Content Planning
Hashtags and Captions

4

Content creation tools

Canva
Capcut
Clipchamp
MS Designer
Adobe Express

5

Social Media Engagement

Building Community
Engagement Strategies
Social Listening

6

Introduction to Analytics and Metrics

Understanding Social Media Metrics
Platform Analytics Tools
Interpreting Data

7

Intro to Advertising and Promotions

Overview of Paid Social Media
Setting Up Paid Campaigns
Key Advertising Concepts

8

Ethics and Best Practices

Social Media Etiquette
Copyright and Content Usage
Avoiding Common Pitfalls
Harmful effects of Social media

9

Final Evaluation & Certification

Written Test – MCQs & Short answers
Practical Evaluation
Final Project Presentation
Instructor Feedback

Call or Whatsapp

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The **EDIT** Advantage

35

Years in
Business

27

Locations

60%

Word of Mouth
Students

100k

Alumni
Students