Advanced Diploma in
Social Media Marketing

Certified Professional Trainers | Work On Real Projects
100% Placement Assistance

INDIA'S MOST

TRUSTED

DESIGN & TECHNOLOGY TRAINING INSTITUTE

We assist our students at every step of their journey

What Do We Offer?

30+

Years in Training & Delivery

Industry relevant Curriculum

Hands on practice with the latest tools

Dedicated placement support

Alumni network with top brands

Learn from real brand case studies

What is Social Media Marketing (SMM)?

SMM is the art and science of promoting brands, products, or individuals on platforms like Instagram, Facebook, Linke-dln, YouTube, and Twitter. It includes creating engaging content, building communities, running ads, and analyzing results to achieve business goals.

Why is SMM Important?

5+ billion

social media users worldwide

$200+ billion

anual ad spent onsocial media

2.5 hrs

daily time spent in India

Company Trends in Social Media Marketing

01 Prepares you to build your own personal brand or side hustle

02 Growing investment in influencer marketing and user-generated content (UGC)

03 Increased focus on AI powered tools for content creation and social listening

04 Rise of social commerce, shopping directly on Instagram, Facebook, TikTok

05 Strong emphasis on brand authenticity, inclusivity, and sustainability messaging

06 Demand for real-time engagement through live streams, Q&As, and interactive posts

07 Prioritization of analytics and ROI tracking to measure success

Why Study Digital Marketing

Social marketing in India is expanding, fueled by rising internet usage and a shift toward online commerce. By 2025, job opportunities in social marketing are expected to increase across various sectors, from startups to well-established companies

| Expand Your Buisness | Start e-Commerce Store | Be a Freelance Giant | Start a Career in Digital Marketing | Setup a Blog for Passive Income |

Social Media Marketing Careers & Salary Insights

Entry Level Roles (Interns & Freshers)

1. Social Media Intern - ₹ 1.8L PA to ₹ 3L PA
Assist in managing and growing social media platforms through content planning, posting, and engagement.

3. Digital Marketing Intern - ₹ 2.5L - ₹ 3.5L PA
Help execute online marketing campaigns, analyze performance data, and optimize digital strategies.

2. Content Creation Intern - ₹ 2L - ₹ 3.5L PA
Support the creation of engaging written, visual, or video content tailored for digital platforms.

Mid Level Roles (0 – 2 Years Experience)

1. Social Media Executive - ₹ 3L - ₹ 5L PA
Plan and execute social media strategies to grow brand presence and drive engagement.

3. Digital Marketing Executive - ₹ 3.5L - ₹ 6L PA
Implement and manage digital campaigns across SEO, SEM, email, and social channels.

2. Content Creator- ₹ 3L - ₹ 6L PA
Develop original, high-quality content across formats to support brand storytelling and campaigns.

4. Influencer & Brand Collaborator - ₹ 4L+
Identify, connect, and coordinate with influencers to amplify brand reach and partnerships.

Advanced Roles (2+ Years Experience)

1. Social Media Manager - ₹ **5L -** ₹ **8L PA**
Oversee social media strategy, content planning, and team coordination to drive brand growth.

3. Paid Ads Specialist - ₹ **4L -** ₹ **7L PA**
Design, manage, and optimize paid advertising campaigns across platforms for maximum ROI.

2. Marketing Manager - ₹ **4.5L-**₹ **7.5L PA**
Lead multi channel marketing initiatives, campaign development, and performance tracking.

4. Content Strategist - ₹ **5L -** ₹ **9L PA**
Develop and manage content strategies aligned with brand goals, audience insights, and marketing objectives.

High Growth Career Paths

1. Head of Social Media - ₹ 10L+ PA
Lead the overall social media vision, strategy, and team to build brand authority and engagement at scale.

3. Chief Marketing Officer - ₹ 30L+ PA
Set the overarching marketing vision, aligning brand, growth, and business goals at the executive level.

2. Digital Marketing Lead - ₹ 10L - ₹ 15L PA
Drive end-to-end digital strategy, overseeing all online channels, teams, and performance metrics.

Start Your Social Media Career Here

EDIT Social Media Marketing Course

60+
HoursTraining
(4Months)

10+
Specialization
Modules

03
Capstone Projects
(Hands on experience)

Learning With
Industry Experts

Platforms and Tools

6 Social Media Platforms

10+ Content & AI Tools

Unique Learning Approach
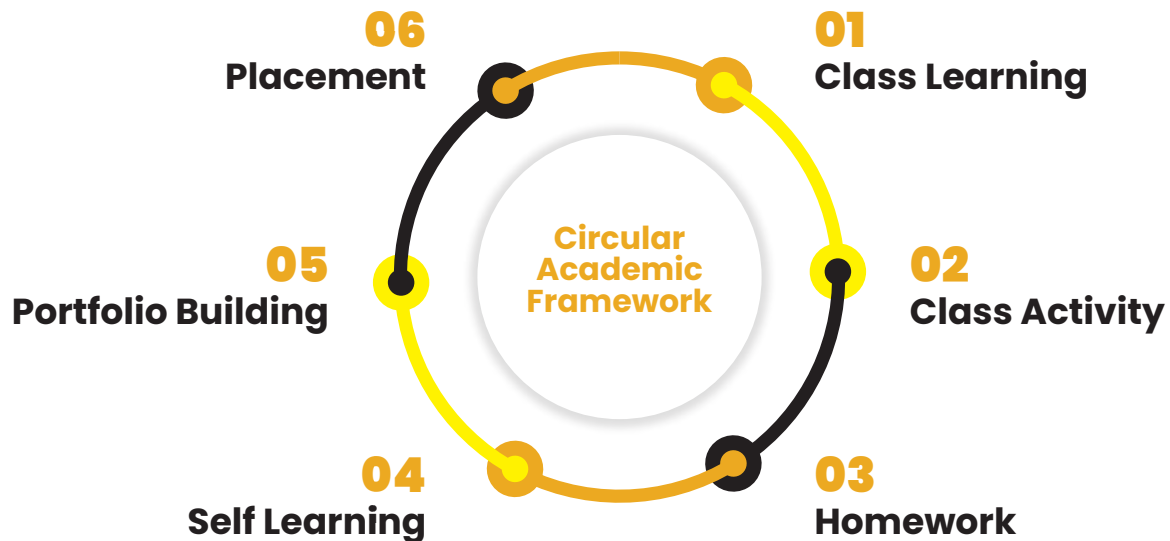
50+
Real Brand
Case Studies

200+
Actionable
Insights

100%
Placement
Assistance

Circular Academic Framework

The infographic explains EDIT's training methodology. Through this method we ensure that students complete their professional portfolio with assignments in each session.
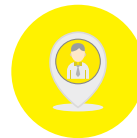
06 Placement

01 Class Learning

05 Portfolio Building

Circular Academic Framework

02 Class Activity

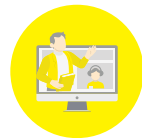**04** Self Learning

03 Homework

Why Choose Us

Curriculum Designed By Industry Experts

Get Certified at the Leading Institute

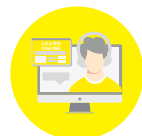**100% Placement Assistance**

Get Trained by Industry Experts

Portfolio Preparation

Real Time Projects & Mock Interviews

Soft Copy of Study Material

Class Recorded Videos

Comprehensive Learning App (24 x 7)

EDIT operates a comprehensive Learning App to augment live, interactive lectures. Students can access our learning App from the Mobile App, Tablet or Laptop throughout the course.

Courses

Recordings

Assessments

LMS

Homework

Self learning content

The learning App has a variety of content complete with Video Lessons, PDFs,

Social Media Marketing Certification

CERTIFICATE OF COMPLETION

This is to certify that

Jayant Pathak

has successfully completed the **Social Media Marketing Advanced Course** from **EDIT Institute** in April 2025 and has completed all the required criteria

MR. ABHIJEET REGE
Director - EDIT Institute

Issued Date: 05/05/2025

www.edit.co.in
Certificate Id: ESI018818

Top Recruiters

Sr.no.	Sector	Company Name
01	Digital Marketing Agencies	Schbang, Social Beat, FoxyMoron, WATConsult, Kinnect, iProspect India, Mirum India, Langoor, Pinstorm, Webchutney
02	E-commerce Companies	Flipkart, Myntra, Ajio, Nykaa, BigBasket, Blinkit, Meesho, Pepperfry, Tata Cliq, FirstCry
03	Startups	Dunzo, Zomato, Swiggy, Ola, Razorpay, Urban Company, CRED, Groww, Lenskart, Mamaearth
04	Media & Entertainment Brands	The Viral Fever (TVF), FilterCopy, Pocket Aces, BookMyShow, Times Internet, NDTV, The Quint, ScoopWhoop, Radio Mirchi, Hotstar (Disney+ Hotstar)
05	Fashion, Lifestyle & Beauty Companies	Nykaa, Lakmé, H&M India, FabIndia, Biba, Bewakoof, Sugar Cosmetics, Mamaearth, The Souled Store, Forest Essentials
06	Tech Companies & SaaS Brands	Zoho, Freshworks, Tally Solutions, BrowserStack, Chargebee, Razorpay, Postman, Paytm, PhonePe, Practo
07	NGOs & Social Impact Organizations	Goonj, Teach For India, Akshaya Patra Foundation, CRY (Child Rights and You), Smile Foundation, Pratham, Bhumi, HelpAge India, Oxfam India, Save the Children India

Course contents

1 **Introduction to Social Media**

- Social media evolution, trends & industry impact
- Traditional vs. social media, major milestones
- Platform comparison with real brand case studies
- Case studies on brand success & growth

2 **Creating & Optimizing Social Media Profiles**

- Setting up professional accounts across platforms
- Profile optimization (photos, bios, links)
- Branding basics & best practices
- Case study deep dive: How brands optimize for engagement

3 **Content Strategy & Planning**

- Content types: Text, video, reels, infographics, carousels
- Crafting captions, hashtags & effective content scripting
- Using Canva, CapCut, Clipchamp and MS Designer for content creation
- 10+ Case studies on viral content strategies

4 **Content Creation Tools**

- Canva
- MS Designer
- Capcut
- Clipchamp
- Other AI Tools

5 **Social Media Engagement**

- Social listening for trends, lead generation & customer insights
- Community-building strategies & user-generated content
- Case studies on brand engagement tactics

6 **Analytics & Performance Tracking**

- Key metrics: Reach, impressions, engagement, conversions
- Platform analytics tools: Facebook Insights, Instagram Insights
- 200+ insights on analytics-driven growth strategies

7 **Advertising & Promotions**

- Paid vs. organic social media strategies
- Setting up targeted ad campaigns & budget allocation
- Case studies on high-impact ad campaigns

8 **Ethics and Best Practices**

- Key metrics: Reach, impressions, engagement, conversions
- Platform analytics tools: Facebook Insights, Instagram Insights
- 200+ insights on analytics-driven growth strategies

9 **Final Evaluation & Certification**

- Paid vs. organic social media strategies
- Setting up targeted ad campaigns & budget allocation
- Case studies on high-impact ad campaigns

30
Sessions

Placement Process

Step 1. **Get Trained on Companies Requirements**

Platform Specific Content Strategies	Brand Voice	Tools like Canva, Cap Cut etc	Analytics & Metrics	Case Studies & Insights

Step 2. **Build a Real Portfolio**

Content Calendar	Post designs	Strategy breakdowns	Reports

Step 3. **Get Trained for Interviews**

How to speak about your work	Build your resume and LinkedIn	Present yourself well	Mock interviews

Overall You Will

Learn the right skills	Build a job ready portfolio	Get trained on how to face companies	Get connected to direct hiring

The **EDIT** Advantage

35	**27**	**60%**	**100k**
Years in Buisness	Locations	Word of Mouth Students	Alumni Students

📞 Athar   8433935124   📞 Jayant 8433932285   🌐 www.edit.co.in

EDIT

Mumbai

BORIVALI	GHATKOPAR	THANE
ANDHERI	MULUND	VASHI
DADAR (W)	VASAI	KALYAN

PUNE

DECCAN	BANER	KOTHRUD
MG ROAD	VIMAN NAGAR	
PCMC	SINHAGAD RD	

BANGLORE

BTM LAYOUT
MALLESHWARAM

AURANGABAD I NASHIK I NAGPUR I LUCKNOW