



DIGITAL CERTIFICATION AGENCY

digital skills empowerment



CERTIFIED

DCA Social Media
Marketing Certification

www.digitalcertification.agency

SMM Required Skills

1. Introduction to Social Media Marketing
 - a. Definition
 - b. The basics of Social Media Marketing
2. Content marketing fundamentals
 - a. Creating content
 - b. Best practices to share content
3. Growing your community
 - a. Engaging and Leveraging
 - b. Best practices of Growing
4. Social Media Advertising
 - a. Fundamentals
 - b. Facebook & Instagram Ads
 - c. Twitter Ads
 - d. LinkedIn Ads
5. Social Selling
 - a. The value of social selling
 - b. Personal branding and customer relationships
 - c. The future of social selling
6. Social Networks Optimization & Best Practices
 - a. Facebook
 - b. Twitter
 - c. Google+
 - d. LinkedIn
 - e. Instagram
 - f. YouTube
 - g. Pinterest