



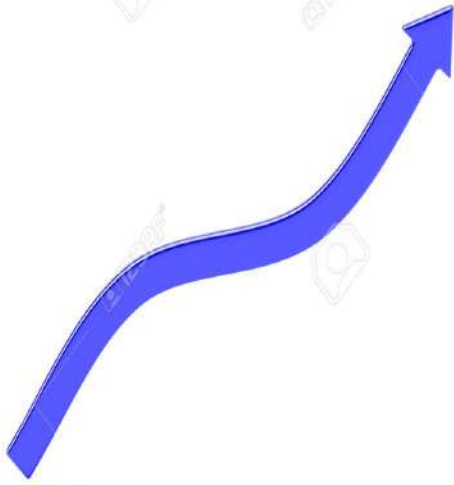
## Practical Training in Social Media Marketing

Specialist. 110 hours.

[www.kbmmediasolutions.com](http://www.kbmmediasolutions.com)

Learn  
My Way

# GETTING STARTED



*Hello*

*Why Social Media Marketing?*

*Significance of SMM*

*Social Media Marketing Influence*

*Essential Elements of SMM*

*Importance of SM in Today's World*

*SMM Content - Plan in 7 Steps*

*Why KBM Media Solutions*

*KBM Digital Skills Portfolio*

*Get in touch*

Learn  
My Way

# HELLO

“Be mindful of their motivation and harness it”

The Learn My Way institute primes you with you those skills and what's more - gives you Certification which is recognized and required all over the world.

Everyone can see in close what you're capable of and what opportunities you can slot right into - or go create.

Pay a visit to us.

The 'Learn My Way' logo, consisting of the text 'Learn My Way' in white on a purple background, with a blue and pink gradient bar behind it.

Learn  
My Way



# Why Social Media Marketing?



1

Digital Media has emerged as one of the most successful Career Options

2

Our high-quality Training Program will prepare you with training and work experience to set you up for work place.

3

The Professional Courses will help you to acquire Digital Media techniques designed for the Digital Era.

4

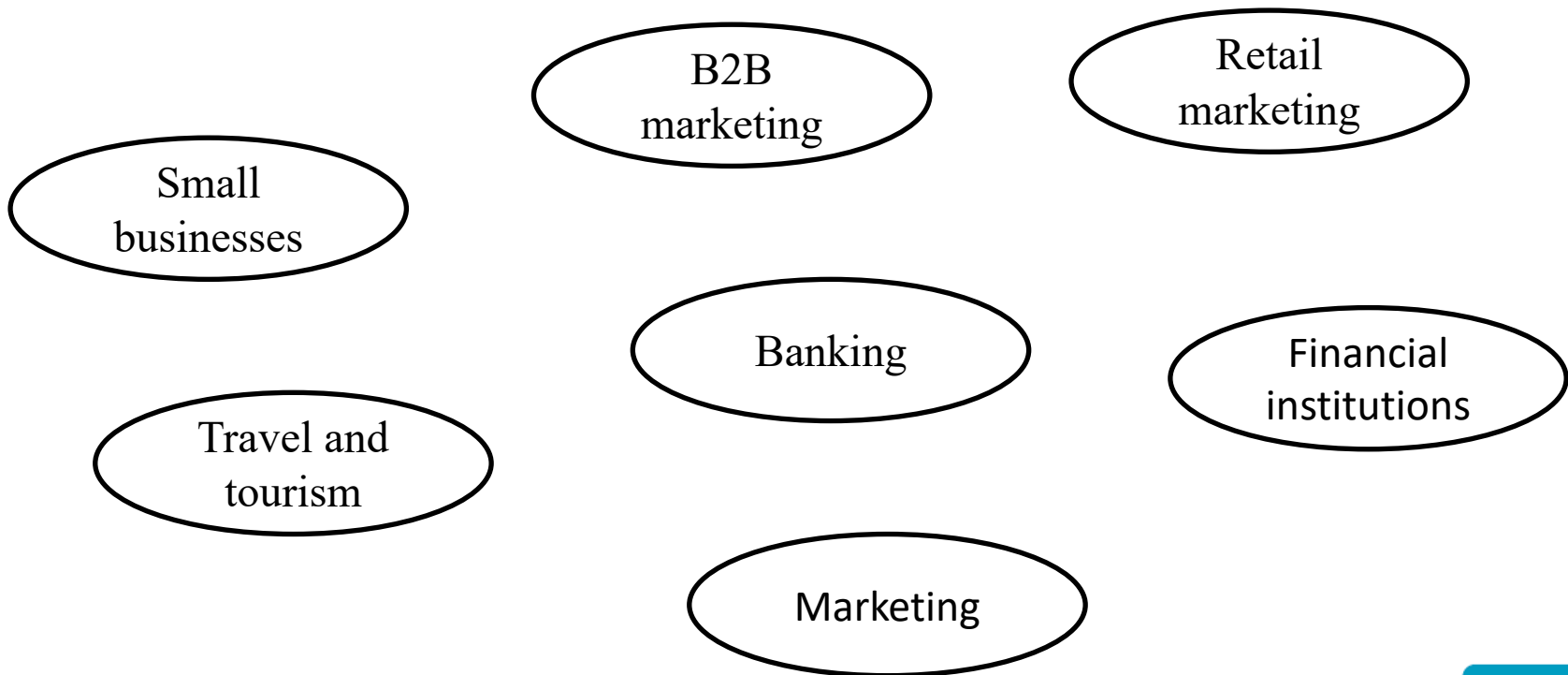
It gives you the social analytics tools, and training to help you become an influencer on social media. The course also gives you the knowledge and resources to build a complete social media marketing strategy – from consumer insights to final justification metrics.

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# *Significance of SMM*



Social Media Marketing is used widely various businesses like



# *Social Media Marketing Influence*



*Social Media Marketing is marketing that focus on people; not on products.*

*Social Media Marketing is main influencing factor in many aspects of consumer behavior;*

- ✓ Awareness
- ✓ Consideration
- ✓ Information gathering
- ✓ Opinions
- ✓ Attitudes

# Essential Elements of SMM



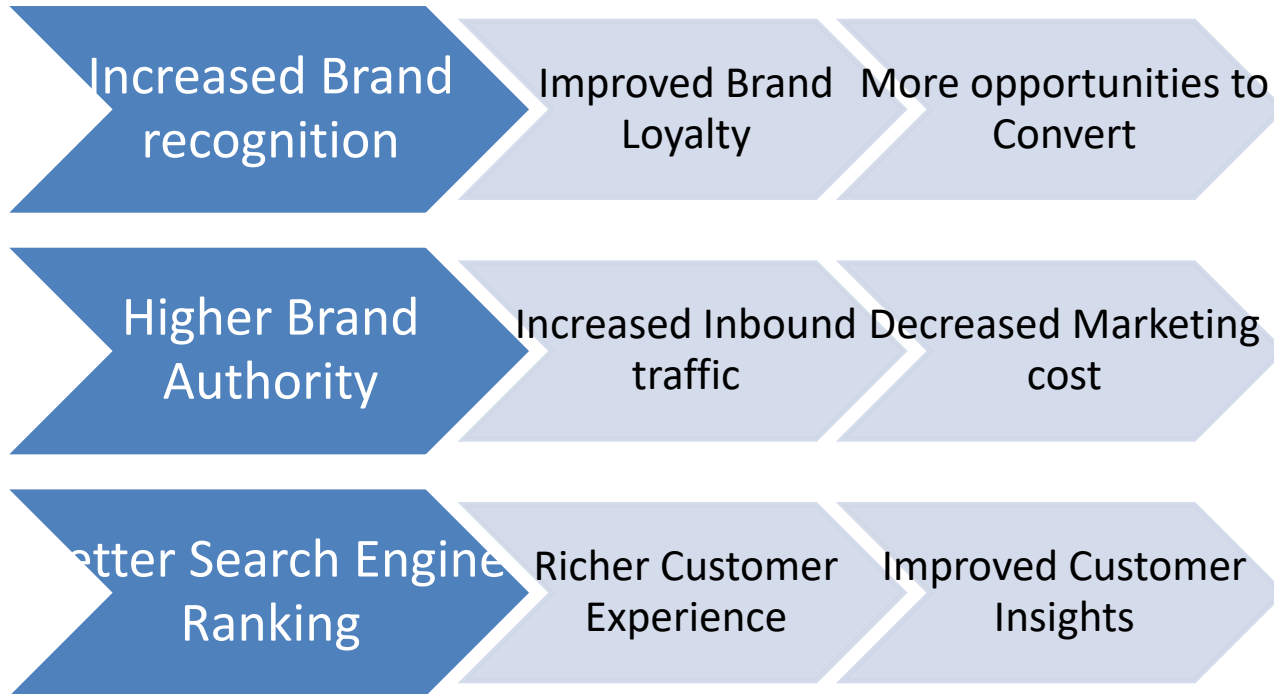
Essential Elements and Skills of Social Media Expert

- Content Creation
- Content Outreach
- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- YouTube Videos
- Online Customer Service
- Planning & Strategy



- Identify Business Goals
- Set Marketing Objectives
- Identify Ideal Customers
- Research Competition
- Choose Channels and Tactics
- Create Content Strategy
- Assign roles
- Social Research

# Importance of **SM** in Today's World





1. Understand how your Ideal Customer moves from awareness to conversion
2. Decide Why You'll Use Social Media for Business & Identify KPI
3. Choose the right Social Network to engage your Audience
4. Research Content Topics
5. Plan your Content calendar
6. Build Trust through Consistent engagement
7. Measure Progress and adjust course





# Why KBM Media Solutions



- ❖ One to One Training with Expert Tutor Support
  - ❖ High Quality Practical Hands-on Training
- ❖ Work Experience Opportunities
  - ❖ Professional CV Writing Support
- ❖ Interview Preparation
  - ❖ Regular performance reviews to identify learning gaps
- ❖ Regular job market awareness sessions
  - ❖ Work placement and reference to employers
- ❖ 1 - 1 Training sessions with Professional Digital Skills Experts
  - ❖ Hands on training using various software, practices, exercises and case studies
- ❖ 100% Practical Training on real company files
  - ❖ Multiple locations



KBM has vast experience of Digital Skills Trainings in the UK and Europe In our portfolio we have the following achievements:



- 1000+ learners trained with Erasmus+ funding for Digital Inclusion Training Programs
- 1500+ learners trained with Facebook funding for Digital Skills Training Program
- 100+ learners trained with PSDF funding for Skills for Jobs Training Program
- 250+ learners being trained with BT funding for Skills for Tomorrow Training Program
- 125+ learners being trained with Google

*KBM Digital Skills Portfolio*



DO NOT HESITATE

DO NOT MISS IT

## BE PART OF THIS COURSE?

The SMM program is ready for you.  
Let us jump into getting you on the spot

**SEATS ARE LIMITED !**

To book your free consultation, contact us via:

**Call: 020 3879 6948**

**Email: [info@workexperienceinlondon.com](mailto:info@workexperienceinlondon.com)**

**Visit: [www.kbmmediasolutions.com](http://www.kbmmediasolutions.com)**

**Welkin: 1 Concord Business Centre, Concord Road, London W3 0TJ**

