



# BOAZ INTERNATIONAL SCHOOL

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## Curriculum- Social Media Marketing (SMM)

### 1.0 Introduction

This curriculum provides a structured approach to learning the skill, covering foundational concepts/principles, practical skills, leading from beginner to intermediary, mastery until advance levels. Adjustments can be made based on the specific goals, learning pace, and level of expertise of the students. Practical projects and hands-on exercises are essential to reinforce learning and prepare students for real-world scenarios in the field of web design.

### 2.0 Course Overview

This course provides an in-depth understanding of social media marketing strategies, tools, and techniques. It covers content creation, audience engagement, analytics, and campaign management across various social media platforms.

### 3.0 Learning Objectives

By the end of this course, students will be able to:

1. Understand the fundamentals of social media marketing.
2. Develop effective social media strategies.
3. Create engaging content for different platforms.
4. Analyze social media metrics to measure success.
5. Implement social media campaigns.

### 4.0 Learning Outcome

At the end of study, the students will be equipped with a range of knowledge, skills, and competencies necessary to succeed in the field. The expected outcomes or goals to be achieved include:

#### ***Knowledge and Understanding***

- Explain the role of social media in modern marketing.
- Identify key social media platforms and their unique features.
- Understand the principles of content marketing and audience engagement.

#### ***Skills Development***

- Design social media strategies tailored to specific goals.
- Create visually appealing and engaging content using tools like Adobe Illustrator and Canva.

- Utilize analytics tools to track and improve campaign performance.

#### ***Practical Application***

- Execute social media campaigns from planning to evaluation.
- Manage social media accounts and communities effectively.
- Optimize content and strategies based on data insights.

#### ***Soft Skills Enhancement***

- Improve communication and storytelling skills.
- Enhance creativity and innovation in content creation.
- Develop teamwork and collaboration skills through group projects.

#### ***Professional Readiness***

- Prepare for roles such as Social Media Manager, Content Creator, and Digital Marketing Specialist.
- Build a professional portfolio showcasing social media campaigns and content.
- Gain practical experience through real-world projects and case studies.

## 5.0 Course Outline

### ***Module 1: Introduction to Social Media Marketing***

- Overview of social media platforms
- Importance of social media in marketing

### ***Module 2: Content Creation and Management***

- Designing graphics and videos
- Writing compelling copy
- Scheduling and managing posts

### ***Module 3: Audience Engagement and Community Management***

- Building and nurturing online communities
- Responding to audience feedback
- Strategies for increasing engagement

### ***Module 4: Social Media Analytics***

- Tools for measuring performance
- Analyzing metrics and KPIs
- Using data to refine strategies

### ***Module 5: Social Media Advertising***

- Creating and managing ad campaigns
- Budgeting and targeting
- Evaluating ad performance

### ***Module 6: Advanced Strategies and Trends***

- Influencer marketing
- Emerging trends in social media
- Case studies of successful campaigns

#### **6.0 Assessment Methods**

- Quizzes and Tests: To evaluate understanding of theoretical concepts.
- Projects: Real-world social media campaigns and content creation.
- Presentations: Group and individual presentations on campaign strategies.
- Participation: Active participation in discussions and group activities.
- Portfolio: Compilation of all projects and assignments.

#### **7.0 Course Prerequisites**

- Basic understanding of marketing principles.
- Familiarity with social media platforms.
- Basic graphic design skills (recommended).

#### **8.0 Course Duration**

- Total Duration: 12 weeks
- Weekly Commitment: 3-4 hours of lectures, 2-3 hours of practical work, and 1-2 hours of self-study.

#### **9.0 Certification**

- Upon successful completion of the course, students will receive a Certificate.

#### **10.0 Enrollment Information**

- Course fee: **KSH 53,500**
- Enrollment deadline: [   ]
- Start date: [   ]

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# Appendices on Social Media Marketing

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## Topics and Sub-Topics on Social Media Marketing

### 1. Strategy Development

- **Goal Setting:** Define what you want to achieve (brand awareness, lead generation, etc.).
- **Audience Research:** Identify and understand your target audience.
- **Competitor Analysis:** Analyze competitors' strategies and performance.
- **Platform Selection:** Choose the right social media platforms for your brand.

### 2. Content Creation and Publishing

- **Content Planning:** Develop a content calendar.
- **Content Types:** Text, images, videos, stories, live streams, etc.
- **Brand Voice and Messaging:** Maintain a consistent brand voice.
- **Visual Design:** Create visually appealing content.

### 3. Engagement and Community Building

- **Interaction:** Respond to comments, messages, and mentions.
- **Community Management:** Foster a sense of community among followers.
- **User-Generated Content:** Encourage and share content created by your audience.

### 4. Analytics and Performance Tracking

- **Key Metrics:** Track metrics like engagement, reach, impressions, and conversions.
- **Reporting:** Generate reports to analyze performance.
- **A/B Testing:** Test different content and strategies to see what works best.

### 5. Paid Advertising

- **Ad Formats:** Explore different ad formats (carousel, video, stories, etc.).
- **Targeting Options:** Use demographic, interest, and behavior targeting.
- **Budget Management:** Allocate and manage your ad spend.
- **Performance Analysis:** Measure the ROI of your ad campaigns.

### 6. Platform-Specific Approaches

- **Facebook Marketing:** Utilize Facebook's features like Pages, Groups, and Ads.
- **Instagram Marketing:** Leverage Instagram Stories, IGTV, and Shopping.
- **Twitter Marketing:** Use Twitter for real-time engagement and trends.
- **LinkedIn Marketing:** Focus on B2B marketing and professional networking.
- **TikTok Marketing:** Create short, engaging videos for a younger audience.
- **Pinterest Marketing:** Use Pinterest for visual discovery and inspiration.

### 7. Integration with Broader Marketing Efforts

- **SEO:** Optimize social content for search engines.
- **Email Marketing:** Integrate social media with email campaigns.
- **Influencer Marketing:** Collaborate with influencers to reach a wider audience.

## Essential Tools on Social Media Marketing

### 1. Social Media Management Tools

- **Hootsuite:** Schedule posts, manage multiple accounts, and analyze performance.
- **Buffer:** Plan and publish content across various social platforms.
- **Sprout Social:** Offers social media scheduling, monitoring, and analytics.

### 2. Content Creation Tools

- **Canva:** Design graphics and visuals for social media.
- **Adobe Spark:** Create videos, graphics, and web pages.
- **Piktochart:** Design infographics and presentations.

### 3. Analytics Tools

- **Google Analytics:** Track website traffic and social media referrals.
- **Socialbakers:** Analyze social media performance and benchmark against competitors.
- **Klear:** Measure influencer marketing campaigns.

### 4. Engagement Tools

- **Mention:** Monitor brand mentions and keywords across the web.
- **Brand24:** Track online conversations about your brand.
- **Agorapulse:** Manage social media interactions and schedule posts.

### 5. Advertising Tools

- **Facebook Ads Manager:** Create and manage Facebook ad campaigns.
- **Google Ads:** Run ads on Google and its partner sites.
- **AdEspresso:** Optimize Facebook and Instagram ad campaigns.

### 6. Platform-Specific Tools

- **Instagram Insights:** Analyze Instagram account performance.
- **Twitter Analytics:** Track Twitter engagement and follower growth.
- **LinkedIn Analytics:** Measure the effectiveness of LinkedIn content.

## Key Principles of Social Media Marketing

### **1. Provide Value**

The most important way to gain and retain followers is to offer valuable content that makes it worth following you.

### **2. Don't Just Promote**

Avoid only posting promotional content. Instead, share content that educates, entertains, or engages your audience.

### **3. Know Your Audience**

Understand who your audience is, what they like, and how they interact on social media. Tailor your content to meet their needs and preferences.

### **4. Consistency is Key**

Maintain a consistent posting schedule and brand voice. This helps build trust and recognition.

### **5. Engage and Respond**

Social media is a two-way street. Engage with your audience by responding to comments, messages, and mentions. This builds a sense of community and loyalty.

### **6. Use Analytics**

Track your performance using analytics tools. This helps you understand what works and what doesn't, allowing you to refine your strategy.

### **7. Visual Appeal**

Create visually appealing content. High-quality images, videos, and graphics can significantly boost engagement.

### **8. Experiment and Adapt**

Social media trends and algorithms change frequently. Be willing to experiment with new types of content and strategies, and adapt based on what you learn.

### **9. Authenticity**

Be genuine and authentic in your interactions. Authenticity helps build trust and a stronger connection with your audience.

### **10. Integrate with Other Marketing Efforts**

Ensure your social media efforts are integrated with your broader marketing strategy, including SEO, email marketing, and content marketing.