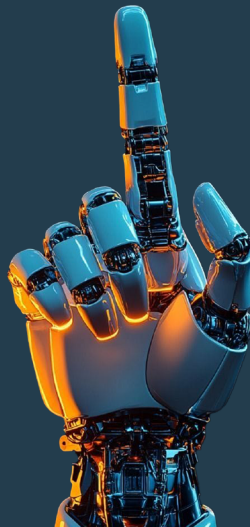




↙ Experienced Instructor  
**Mujtaba Sajid**

Artificial Intelligence &  
**Social Media**  
*Marketing*



Introduction to Social Media Marketing

What is Social Media Marketing & why it matters

Overview of major platforms (Facebook, Instagram, LinkedIn)

Organic vs Paid Marketing

Setting realistic goals (awareness, engagement, conversions)

Hands-on: Create your first professional social media profile/page

Understanding Your Audience & Brand Identity

Defining your target audience (demographics, psychographics, behaviors)

Buyer personas

Building a consistent brand voice and visual identity

Hands-on: Create a simple brand kit (colors, fonts, tone)

Content Strategy & Planning

Types of content (educational, entertaining, promotional, storytelling)

Importance of visuals (images, videos, infographics)

Content pillars & posting frequency

Hands-on: Create a 1-week content calendar

Facebook Marketing Basics

Setting up a Facebook Page properly

Features: Groups, Pages, Creator Studio

Posting best practices (formats, timings, engagement)

Hands-on: Publish & schedule posts using Creator Studio



Instagram Marketing Basics

Setting up a Business Account

Instagram features: Feed, Stories, Reels, Highlights

Hashtags & engagement strategies

Hands-on: Create & post your first Story and Reel

LinkedIn for Beginners

Optimizing a LinkedIn personal profile & company page

What content works best on LinkedIn

Networking strategies & professional branding

Hands-on: Publish your first LinkedIn post

Analytics & Community Building

How to read insights/analytics on Facebook, Instagram, LinkedIn

Key metrics: Reach, Engagement, Impressions, CTR, Followers

Community building: responding to comments, DMs, and creating conversations

Introduction to Paid Ads (Facebook, Instagram & Google Ads)

Paid ads vs organic reach

Basics of Facebook & Instagram Ads (objectives, targeting, budget, boosting vs Ads Manager)

Google Ads basics (Search Ads vs Display Ads, keywords, ad copy, targeting)

Hands-on:

Create a mock Facebook/Instagram ad campaign

Set up a simple Google Search Ad campaign with a small budget (or simulation exercise)



# Requirements

1. Laptop (Much better if you have your own).
2. Mouse (with Scroll wheel).
3. 80% Attendance.
4. Submit the Assignments.





thank you

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