



Professional IT and Outsourcing Training in Bangladesh

Course Name: Social Media Marketing (SMM)

This course is for those learners who want to build their career based on outsourcing/freelancing platform and for those learners want to improve advertisement and marketing by all social network with important product or brand. SMM is the best practice for the beginner in outsourcing career because there are so many job posting in different outsourcing media such as upwork, elance, freelancer, fiverr etc globally. Also client are frequently hiring new profile from this environment. That's why we suggest SMM for the new comers in outsourcing environment.

Social Media Marketing Course content:

Facebook Marketing Management:

- ❖ Facebook in branding a product
- ❖ Facebook leverage the business
- ❖ Facebook user profile creation
- ❖ Page creation
- ❖ Group creation
- ❖ Facebook content creation strategy
- ❖ How to improve likes
- ❖ Improve share and comments
- ❖ How to build brand on Facebook

Twitter Marketing Management:

- ❖ Importance of twitter in building brand and business
- ❖ Fan engagement in twitter
- ❖ Creation of twitter profile
- ❖ Writing search engine content as bio for twitter
- ❖ How to engage with users on twitter
- ❖ How to integrate twitter with other social networking sites
- ❖ Case studies on twitter



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LinkedIn Marketing Management:

- ❖ What is LinkedIn?
- ❖ How is linked in important for business?
- ❖ Role of LinkedIn in getting brand promotion
- ❖ Role of linked in human resource department
- ❖ Profile creation
- ❖ Company page creation
- ❖ Group creation
- ❖ User engagement

Google Plus Marketing Management:

- ❖ Google Plus in branding a product
- ❖ Google Plus leverage the business
- ❖ Google Plus user profile creation
- ❖ Google Plus Page creation
- ❖ Google Plus Group creation
- ❖ Google Plus content creation strategy
- ❖ How to improve Follower

YouTube Marketing Management:

- ❖ Creation of user profile
- ❖ Creation of company profile
- ❖ Integration of social buttons
- ❖ How to post videos
- ❖ YouTube Optimization
- ❖ How to give keywords to appear video on search engines
- ❖ Video advertising

Social Book Marketing Management:

- ❖ What is social book marking?
- ❖ How is it helpful in branding and help in search engine optimization?
- ❖ Slide share
- ❖ Scribd
- ❖ Stumble upon
- ❖ Digg
- ❖ Delicious
- ❖ Pininterest
- ❖ Instagram
- ❖ Flickr
- ❖ Photobucket
- ❖ Myspace
- ❖ Wikipedia
- ❖ Ehow



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- ❖ Improve Google Plus share and

comments

- ❖ How to build brand on Google Plus

Blog Management For SMM:

- ❖ Blogger
- ❖ Wordpress
- ❖ Weebly
- ❖ Tumblr
- ❖ Livejournal
- ❖ Wikidot

SMM Mission and Goal Setup:

- ❖ What is social media?
- ❖ How is it important for business?
- ❖ How can social media be integrated with the website?
- ❖ Case studies on various social media
- ❖ User engagement statics
- ❖ Discussing about various surveys conducted by top social media organizations
- ❖ Different social media platforms
- ❖ Decoding brands
- ❖ Setting up a vision, mission and goals for social media optimization



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Outsourcing Platform (Upwork.com) Environment:

- ❖ How to create profile based on **Social Media Marketing (SMM)** in upwork.com
- ❖ How to decoration your profile overview based on **Social Media Marketing (SMM)** in upwork.com
- ❖ How to add portfolio/sample work in your profile in upwork.com
- ❖ How to add skills based on **Social Media Marketing (SMM)** in upwork.com
- ❖ How to perform skill wise exam in upwork.com
- ❖ How to find job by search filter in upwork.com
- ❖ How to find real and valid client work in upwork.com
- ❖ How to apply a job based on fixed price method in upwork
- ❖ How to apply a job based on hourly method in upwork.com
- ❖ How to write job application based on client job description for upwork.com
- ❖ Perfect time of apply job in upwork.com
- ❖ How to handle client job interview in upwork.com
- ❖ How to accept job offer from upwork.com
- ❖ How install time tracker and manage client job for upwork.com
- ❖ How to upload work for client in upwork.com
- ❖ How to maintenance client job after hiring
- ❖ How to withdraw payment form upwork.com
- ❖ How to get international payoneer materCard
- ❖ How to get skroll payment system
- ❖ How to add local bank account in upwork.com
- ❖ Total management of upwork.com



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Outsourcing Platform (Elance.com) Environment:

- ❖ How to create profile based on **Social Media Marketing (SMM)** in elance.com
- ❖ How to decoration your profile overview based on **Social Media Marketing (SMM)** in elance.com
- ❖ How to add portfolio/sample work in your profile in elance.com
- ❖ How to add skills based on **Social Media Marketing (SMM)** in elance.com
- ❖ How to perform skill wise exam in elance.com
- ❖ How to find job by search filter in elance.com
- ❖ How to find real and valid client work in elance.com
- ❖ How to apply a job based on fixed price method in elance.com
- ❖ How to apply a job based on hourly method in elance.com
- ❖ How to write job application based on client job description for elance.com
- ❖ Perfect time of apply job in elance.com
- ❖ How to handle client job interview in elance.com
- ❖ How to accept job offer from elance.com
- ❖ How install time tracker and manage client job for elance.com
- ❖ How to upload work for client in elance.com
- ❖ How to maintenance client job after hiring
- ❖ How to withdraw payment form elance.com
- ❖ How to get international payoneer materCard
- ❖ How to get skroll payment system
- ❖ How to add local bank account in elance.com
- ❖ Total management of elance.com



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Outsourcing Platform (Freelancer.com) Environment:

- ❖ How to create profile based on **Social Media Marketing (SMM)** in freelancer.com
- ❖ How to decoration your profile overview based on **Social Media Marketing (SMM)** in freelancer.com
- ❖ How to add portfolio/sample work in your profile in freelancer.com
- ❖ How to add skills based on **Social Media Marketing (SMM)** in elance.com
- ❖ How to perform skill wise exam in freelancer.com
- ❖ How to find job by search filter in freelancer.com
- ❖ How to find real and valid client work in freelancer.com
- ❖ How to apply a job based on fixed price method in freelancer.com
- ❖ How to apply a job based on hourly method in freelancer.com
- ❖ How to write job application based on client job description for freelancer.com
- ❖ Perfect time of apply job in freelancer.com
- ❖ How to handle client job interview in freelancer.com
- ❖ How to accept job offer from freelancer.com
- ❖ How install time tracker and manage client job for freelancer.com
- ❖ How to upload work for client in freelancer.com
- ❖ How to maintenance client job after hiring
- ❖ How to withdraw payment form freelancer.com
- ❖ How to get international payoneer materCard
- ❖ How to get skroll payment system
- ❖ Total management of freelancer.com



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Outsourcing Platform (Fiverr.com) Environment:

- ❖ How to create profile based on **Social Media Marketing (SMM)** in fiverr.com
- ❖ How to decoration your profile overview based on **Social Media Marketing (SMM)** in fiverr.com.com
- ❖ How to add portfolio/sample work in your profile in fiverr.com
- ❖ How to add skills based on **Social Media Marketing (SMM)** in fiverr.com
- ❖ How to find job by search filter in fiverr.com
- ❖ How to find real and valid client work in fiverr.com
- ❖ How create GiG based on **Social Media Marketing (SMM)** in fiverr.com
- ❖ How to promotion your GiG in fiverr.com
- ❖ How to response a client when buy your GiG from fiverr.com
- ❖ What will have to do when submitting work to client following working teams and conditions
- ❖ What fiverr working terms and conditions
- ❖ How to withdraw money from fiverr.com
- ❖ Total management of fiverr.com

And More Outsourcing Platform:

- ❖ Knowledge about **Peopleperhour.com**
- ❖ Knowledge about **guru.com**
- ❖ Knowledge about **microworker.com**
- ❖ When your job apply time
- ❖ What should be done for getting a job within short time
- ❖ What should be remove from your habit to be an excellent freelancer
- ❖ What should be add in your habit to be an excellent freelancer
- ❖ And More.....

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Support from Matrix Outsourcing Solutions:

- ❖ How to create outsourcing website profile and 100% complete profile.
- ❖ How to pass 6-8 exam for each outsourcing earning profile.
- ❖ How to create perfect cover letter for each category job posting.
- ❖ How to apply and active MasterCard from each outsourcing earning website.
- ❖ Your first three or four client interview practically solve by us.
- ❖ After taking course from Matrix Outsourcing Solution then you will get life time course related client + working help
- ❖ We are all time on online/Skype/Yahoo Messenger/Gtalk.
- ❖ Enjoy the course as friendly environment.

Why Choose Matrix Outsourcing Solutions:

- ❖ Client Project Wise Practical Training
- ❖ Per-time Outsourcing Management
- ❖ Full-time Outsourcing Management.
- ❖ IT & Outsourcing base Training
- ❖ Course Related Support 24 Hours Live Support
- ❖ Opportunity of Backup & Solving Class
- ❖ Online Base Training Opportunity You Can Get Staying at Home
- ❖ Helpful Training Who Get Retirement From Job
- ❖ Outsourcing Company Management
- ❖ How to Lead IT Firm Successfully

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Social Media Marketing (SMM) Training Fee and Class:

Total Class = 15 (Weekly 3 Class)

Course Fee = **Tk.10,000**

Class Duration = 2 Hours

Contact Address of Matrix Outsourcing Solutions:

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