

Social Media Marketing - Course Curriculum

BASIC LEVEL

Platform fundamentals, audience research and content foundations.

Module 1: Social Media Fundamentals (4 hours)

How each platform works and what it is actually good at.

- Platform landscape
- Algorithms in plain language
- Profile and page setup
- Community basics

Practical task: Audit and optimise one business profile.

Module 2: Platform Selection & Audience Research (5 hours)

Matching platforms to audiences instead of being everywhere.

- Audience demographics
- Competitor research
- Choosing 2-3 core platforms
- Research documentation

Practical task: Assignment: platform recommendation document.

Module 3: Content Pillars (4 hours)

Defining repeatable themes so content never runs out.

- Pillar frameworks
- Educational vs promotional mix
- Tone of voice
- Idea banks

Practical task: Define five content pillars with example posts.

INTERMEDIATE LEVEL

Production, design and organic growth across Meta, LinkedIn and TikTok.

Module 1: Content Calendars & Copywriting (6 hours)

Planning ahead and writing captions that get a response.

- Monthly calendars
- Hooks and captions
- Calls to action
- Scheduling workflow

Practical task: Build and schedule a 30-day calendar.

Module 2: Canva Content Design (6 hours)

Producing consistent, on-brand visuals quickly.

- Brand kits and templates
- Post and story formats
- Carousel design
- Short-form video edits

Practical task: Design a 10-piece branded content set.

Module 3: Facebook, Instagram, LinkedIn & TikTok (7 hours)

Platform-specific tactics that respect each audience.

- Meta Business Suite
- Instagram formats
- LinkedIn professional content
- TikTok short-form strategy

Practical task: Case study: compare one brand across three platforms.

ADVANCED LEVEL

Paid advertising, analytics and a complete campaign project.

Module 1: Meta Ads Manager (8 hours)

Structuring and optimising paid social campaigns.

- Campaign structure
- Audiences and retargeting
- Creative testing
- Budget and scaling rules

Practical task: Build a full campaign with three ad sets.

Module 2: Social Media Analytics (5 hours)

Measuring what content and spend actually delivered.

- Native platform insights
- Reach vs engagement vs conversion
- UTM tracking
- Monthly client reports

Practical task: Produce a client-ready analytics report.

Module 3: Final Campaign Project (10 hours)

A complete organic plus paid campaign for a real brand.

- Brief and strategy
- Content production
- Paid rollout
- Results presentation

Practical task: Final project: 30-day campaign with results review.

Have questions about our Training Programs or need more details before getting started?

Our Academy support team is available to provide the right information and guidance for your needs.

Whether you need Fee details, installment plan and other information, or assistance with your requirements, we are here to help.

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