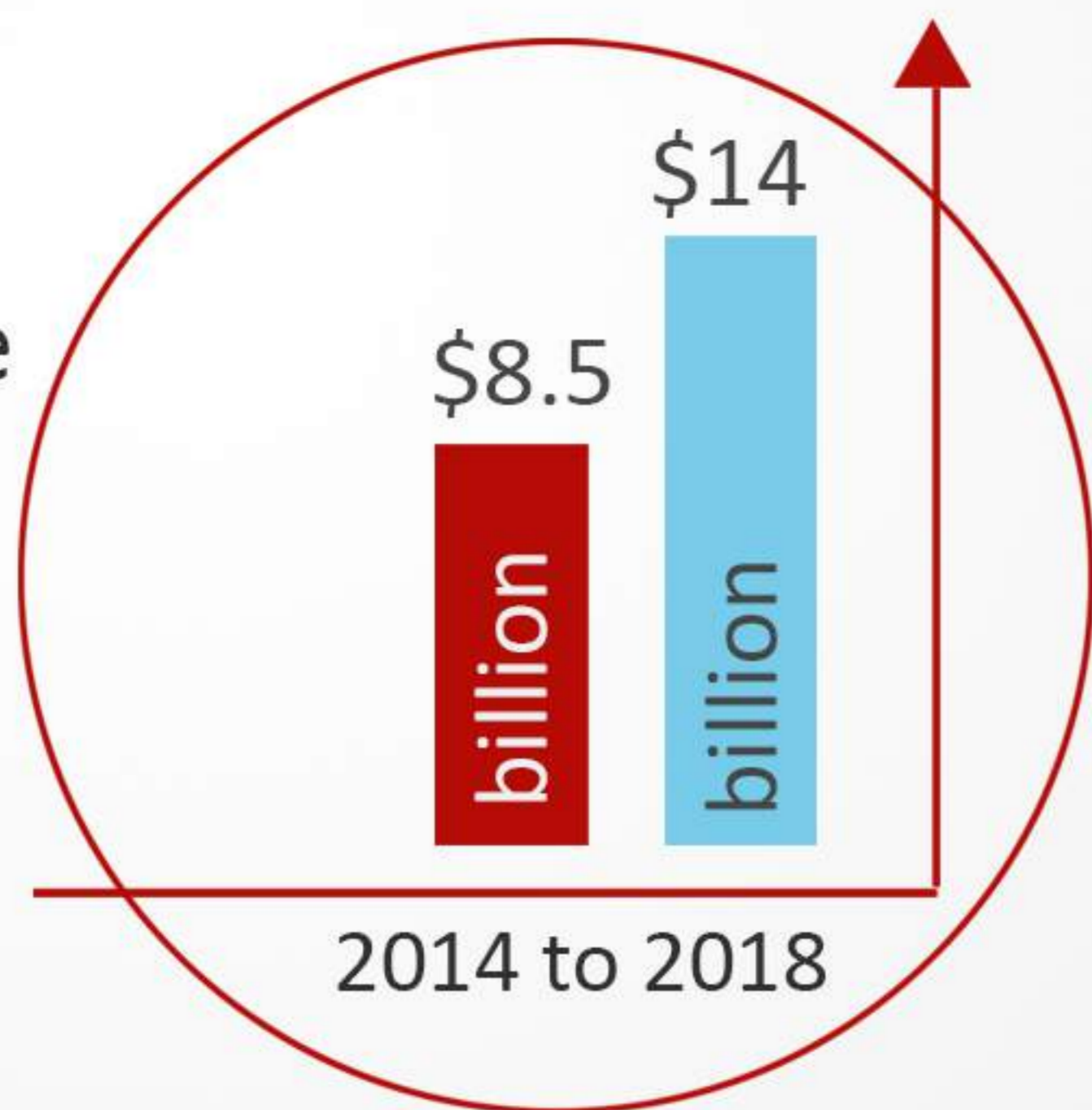


Social Spends

Social media ad spend has reached the mobile tipping point. 2/3rd of SM ad spend will go to mobile creating \$9.1 billion social mobile market



Social Population

Facebook	1.39 billion
Twitter	2.88 billion
Pinterest	79.3 million
Youtube	1 billion
Linkedin	347 million

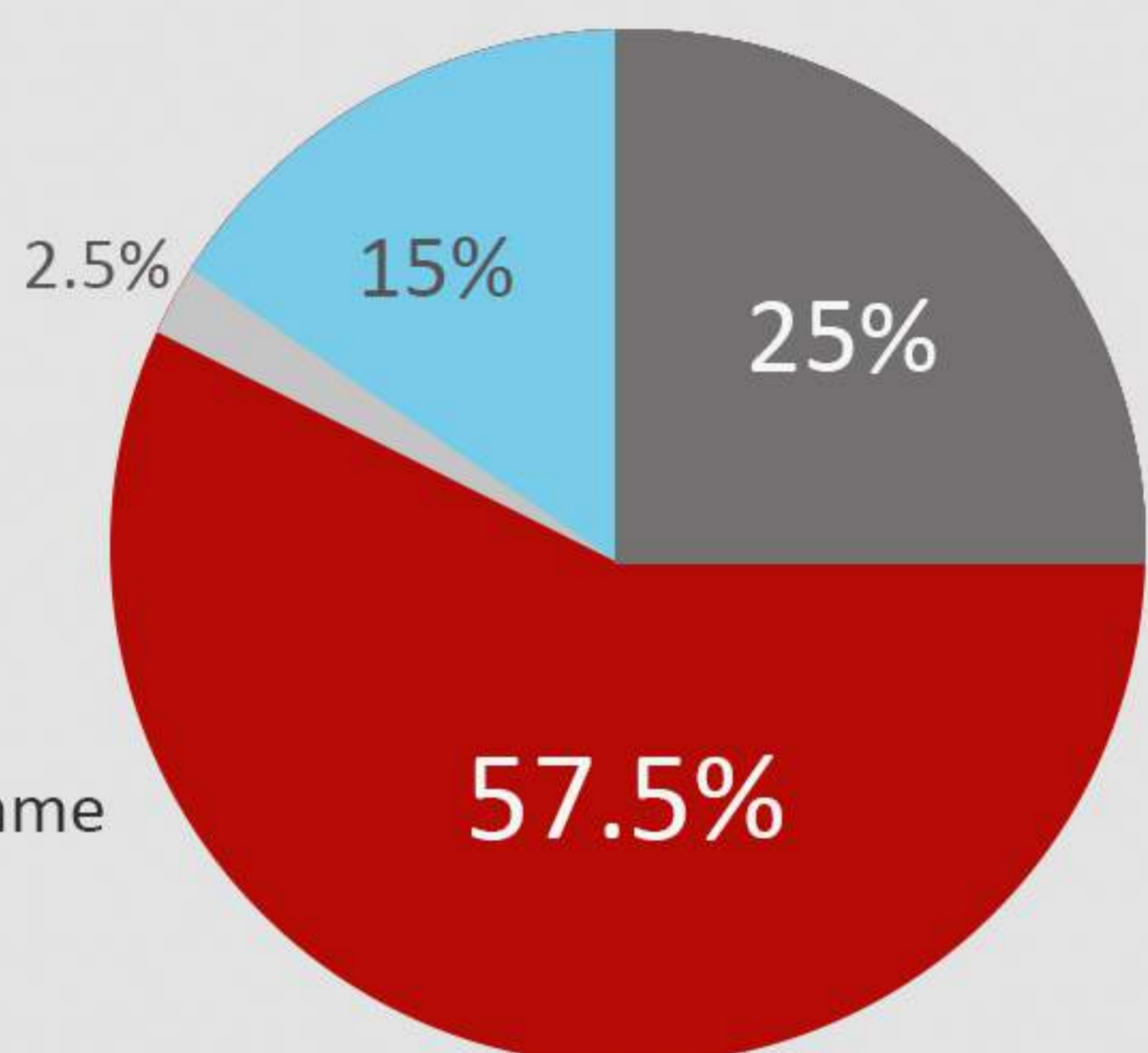
Source: Official Channel Status

83% of organisations include information about Social Media Campaigns in their Print/TV campaigns too.

Around 28% of surveyed organisations in India have social media budgets exceeding INR 1 Crore or above.

Picture Contest is the most successful of all.

80% of twitter active users are on mobile & supports 33 languages



■ Picture Contest ■ Quiz ■ Game ■ Video contest

Social Media is a Creative Ground

which just read you to be

Awesome

Photo

“

This is a Testimonial of a candidate

”

Contact Us

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Email Id : contact@socialchamps.com

Visit Us : www.socialchamps.co.in

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A Complete Social Media Training Module :

BASICS

Module 1: Beginners Basics / 2 days

What is

1. Social Media
2. SEO
3. SEM

Module 2: Social Media Setup / 3 days

1. Learn basics (create profile Groups/Communities/Pages setup)
2. Vanity Urls & Channels Optimization

Module 3: Online Communication / 2 days

1. Content Strategy Social Media Content
2. Brand Positioning Via Social Media

INTERMEDIATE

Module 4: Intermediate Facebook / 10 days

1. Content Creation and Posting
2. Facebook Tabs, Custom Tabs
3. Facebook Ads & User Engagement

Module 5: Intermediate Twitter / 5 days

1. Tweets (Usage of #Tags, Character Limit etc)
2. Twitter Contests
3. Twitter Case Study
4. Twitter Ads

Module 6: Intermediate Google Plus / 5 days

1. Google Plus Hangout
2. Live Air Broadcasting of Hangouts
3. Google Plus Circles & Communities

Module 7: Intermediate / 5 days

(Pinterest/Instagram)

1. Pins/Postings
2. Re-pin, Likes, Comments
3. Follow/Unfollow

Module 8: Intermediate (YouTube) / 5 days

1. Creating Channel & Channel Customization
2. Video Editing and Annotations & Video Optimization
3. Video Directory submission

Module 9: Email Marketing / 5 days

1. Newsletter Tools
2. HTML Newsletters
3. Analytics

ANALYTICS

Module 10: Basic Social Analytics / 5 days

1. Facebook Insights
2. Google Plus Insights
3. Twitter Analytics
4. Pinterest Analytics
5. YouTube Analytics

Module 11: Google Analytics / 5 days

Module 12: SEO Basic / 5 days

1. Keywords Selections & Keyword Optimization
2. On-Page and Off- Page Optimization
3. SEO Strategies

LEAD GENERATION

Module 13: Lead Generation / 3 days

1. Ads Behavior & CTA's
2. Landing Pages

Module 14: SEM / 4 days

1. Google Adwords
2. Keywords Selection, Quality Score
3. Search/Display Ads

Module 15: Basic WordPress / 3 days

1. Introduction to WordPress
2. Pages Vs Posts
3. Plugins
4. Blogging with WordPress

Module 16: Goals Setting / 3 days

1. Measurement KPI's
2. Strategy Planning

Course Duration : 3 Months
(4 hrs a day)

(6 days a week)

Course Fees : Rs.30,000 /- only

Intensive training with real projects and daily assignments
Multiple creativity