**Advanced Level: Growth, Data & Monetization**

**Module 1: Social Media Analytics & Reporting**

**1.1 Google Analytics, Meta Insights, TikTok Analytics**

**Overview:** Understanding the core analytics platforms (Google Analytics, Meta Insights, TikTok Analytics) to measure the effectiveness of campaigns, understand audience behavior, and optimize strategies.

- **Google Analytics for Social Media Campaigns:**

  - Understanding traffic sources and user behavior

  - Setting up tracking for social media campaigns (UTM parameters)

  - Interpreting session duration, bounce rate, and conversion metrics

  - Custom Reports: Setting up reports for tracking social media campaigns

- **Meta Insights:**

  - Understanding audience demographics and engagement metrics (likes, shares, comments)

  - Analyzing reach, engagement, and impressions

  - Key performance indicators (KPIs) for organic vs. paid content

- Optimizing Facebook and Instagram campaigns based on Insights data

- **TikTok Analytics:**

  - Metrics to focus on: views, engagement rate, follower demographics, and video performance

  - Interpreting the "For You" page algorithm data and its influence on content performance

  - Understanding how video length, posting time, and interaction frequency impact reach

  - Customizing TikTok strategy based on analytics

**Outcome:** Students will be able to track performance across platforms and identify which content resonates best with their audience.

---

## 1.2 Report Building & Campaign Review Frameworks

**Overview:** Learn how to structure and present actionable reports for clients or stakeholders, focusing on clarity and ROI.

- **Creating Impactful Reports:**

  - What to include in a performance report (KPIs, CTR, ROI, engagement rates, etc.)

  - Design and layout of professional reports

- How to interpret data for actionable insights

- Setting benchmarks for success based on data (e.g., conversion rates, ROI)

- **Campaign Review Frameworks:**

  - Using the AARRR framework (Acquisition, Activation, Retention, Referral, Revenue) to analyze campaign success

  - Understanding and applying the RACE Framework (Reach, Act, Convert, Engage)

  - Key takeaways and how to optimize for future campaigns

**Outcome:** Students will be able to create detailed, data-backed reports and conduct post-campaign analysis to refine future strategies.

---

### 1.3 A/B Testing

**Overview:** Equip students with the ability to test and optimize their social media campaigns and landing pages.

- **What is A/B Testing?**

  - Overview of A/B testing in digital marketing

  - Defining the variables to test: headlines, call-to-action buttons, visuals, etc.

- o   Establishing hypotheses: Why are we testing this element?

- **Running A/B Tests on Social Media Ads:**

  - o   How to set up an A/B test for Facebook, Instagram, and TikTok ads

  - o   Understanding statistical significance and ensuring your results are valid

  - o   Testing creative vs. copy, targeting parameters, and bidding strategies

- **Analyzing A/B Test Results:**

  - o   How to analyze test results and draw conclusions

  - o   When to scale up and when to pivot

  - o   Tools for automating and managing A/B tests (Google Optimize, Meta's split testing)

**Outcome:** Students will learn how to run successful A/B tests, interpret the data, and apply insights to optimize their campaigns.

---

### Course 2: Growth Hacking & Viral Campaigns

Goal: Develop students' skills in creating rapid growth strategies and viral campaigns that resonate with audiences.

---

**2.1 Leveraging Trends**

**Overview:** Learn how to stay ahead of the curve by identifying and capitalizing on trending topics to grow your brand.

- **Tracking Trends:**

  - Tools for monitoring social media trends (Google Trends, Twitter Trends, TikTok Discover Page)

  - How to identify trends that align with your brand or campaign goals

  - Understanding the difference between fleeting trends and sustainable ones

- **Creating Content Around Trends:**

  - How to integrate trends into your social media posts, videos, and stories

  - User-generated content and challenges: How to create campaigns that encourage participation

  - Examples of successful trend-based campaigns (e.g., the ALS Ice Bucket Challenge)

- **Viral Content Strategy:**

  - The psychology behind viral content: What makes people share and engage?

- o Examples of viral campaigns that leveraged trending topics

- o Optimizing timing and placement for maximum impact

**Outcome:** Students will gain the skills to identify and utilize trends effectively, creating content that resonates with larger audiences.

---

### 2.2 Strategic Partnerships & Collaborations

**Overview:** Learn how to expand your reach and boost growth through strategic partnerships and collaborations.

- **Identifying the Right Partners:**

  - o How to find potential partners that align with your brand values and target audience

  - o Understanding the different types of partnerships: co-marketing, influencer partnerships, affiliate marketing

  - o Tools for finding and managing partnerships (LinkedIn, influencer platforms, CRM systems)

- **Negotiating Partnerships:**

  - o Crafting win-win proposals and setting clear goals for collaborations

- o Legal and contractual considerations when entering partnerships

- o Influencer marketing best practices: Authenticity, disclosure, and ROI

- **Executing Collaborative Campaigns:**

  - o Case studies of successful partnerships and what to learn from them

  - o Cross-platform collaboration: How to synchronize content across different channels

  - o Measuring the success of partnerships: KPIs to track

**Outcome:** Students will be able to create and execute strategic partnerships and collaborations to drive growth.

---

### 2.3 Automation & Funnel Building

**Overview:** Automate repetitive tasks and build marketing funnels to nurture leads and convert them into customers.

- **Introduction to Marketing Automation:**

  - o Overview of automation tools and why they're essential for growth

  - o Automating social media posting and engagement with tools like Buffer, Hootsuite, and Metricool

  - o Setting up automated workflows for email marketing (Mailchimp, ActiveCampaign, etc.)

- **Building Effective Sales Funnels:**

    - Understanding the customer journey: Awareness, Consideration, Decision

    - How to create high-converting landing pages and lead magnets

    - Setting up automation for lead nurturing and follow-ups

- **Integrating Automation with Social Media Ads:**

    - Using automation for retargeting campaigns

    - How to integrate tools like Zapier for seamless automation between platforms

    - Optimizing ad funnels with automation for lead generation and conversion

**Outcome:** Students will learn how to automate their marketing efforts and build sales funnels that drive conversions.

---

### 2.4 Tools: Zapier, Metricool, etc.

**Overview:** Learn to use the best tools to streamline digital marketing efforts, manage social media, and automate workflows.

- **Zapier for Automation:**

  - How Zapier works and its role in digital marketing automation

  - Examples of common Zaps for social media and lead generation

  - Connecting various apps and automating repetitive tasks (e.g., posting content, tracking leads, etc.)

- **Metricool for Social Media Management:**

  - Scheduling and automating social media posts across platforms

  - Analyzing social media performance using Metricool's analytics

  - Tracking ROI and engagement metrics

**Outcome:** Students will be proficient in using automation tools like Zapier and Metricool to enhance their marketing workflows.

---

## Course 3: Advanced Social Media Ads Mastery

Goal: Provide students with expert-level knowledge to manage and optimize complex paid social media advertising campaigns.

---

### 3.1 Multi-Platform Ads (LinkedIn, TikTok, Meta)

**Overview:** Master the art of running multi-platform paid ads, from targeting to creative optimization.

- **LinkedIn Ads:**

  - o  Setting up LinkedIn campaigns for B2B lead generation

  - o  Targeting based on job titles, industries, and company sizes

  - o  Measuring success with LinkedIn's detailed analytics tools

- **TikTok Ads:**

  - o  Creating engaging TikTok ads for the younger demographic

  - o  Utilizing TikTok's ad formats: In-Feed ads, Branded Hashtag Challenges, etc.

  - o  Best practices for video ads on TikTok

- **Meta Ads (Facebook & Instagram):**

  - o  Advanced strategies for Facebook Ads (Lookalike Audiences, Custom Audiences)

  - o  Instagram Ads and Stories: Creative tips for engagement

  - o  Optimizing ad spend and bidding strategies across platforms

**Outcome:** Students will learn to create and optimize multi-platform ad campaigns for different business goals.

---

**3.2 Audience Retargeting**

**Overview:** Understand the power of retargeting to increase conversions and drive ROI.

- **The Basics of Retargeting:**

  - Understanding how retargeting works on Facebook, Instagram, LinkedIn, and TikTok

  - Types of retargeting: Website visitors, cart abandoners, and video watchers

  - Setting up retargeting campaigns across platforms

- **Advanced Retargeting Strategies:**

  - Using dynamic retargeting for personalized ads

  - Combining retargeting with email marketing for a multi-channel approach

  - Segmenting audiences for more precise retargeting

**Outcome:** Students will be able to use retargeting to maximize ad efficiency and increase conversion rates.

---

### 3.3 Sales Funnel Integration

**Overview:** Learn to integrate your social media ads into a sales funnel for seamless customer conversion.

- **The Concept of a Sales Funnel:**

  - Understanding the customer journey: Awareness, Interest, Desire, Action (AIDA)

  - Creating content tailored to each stage of the funnel

  - Converting social media leads into paying customers

- **Integrating Ads with Funnels:**

  - How to guide users from ad click to conversion using landing pages and lead magnets

  - Optimizing your ad campaigns for the funnel's various stages

  - Tracking performance and optimizing each stage of the funnel

**Outcome:** Students will know how to integrate social media ads into a sales funnel to drive conversions.

---

### 3.4 Pixel Setup, Events Tracking

**Overview:** Learn the technical setup of tracking pixels to monitor actions and optimize campaigns.

- **Setting Up Pixels:**

  - Installing Facebook Pixel, Google Analytics tracking, and TikTok Pixel on websites

  - Setting up conversion tracking and custom events (e.g., form submissions, purchases)

- **Optimizing Pixel Data:**

  - Using pixel data to create custom audiences and optimize ads

  - Tracking actions (clicks, purchases, etc.) to refine targeting

  - Retargeting based on pixel data

**Outcome:** Students will be able to set up tracking systems and use pixel data to optimize ad performance.