

# SOCIAL MEDIA OPTIMIZATION SMO Training Program



We are alive to witness a time when humankind is using computer technology to push the limits of knowledge and freedom. We connect in the digital underworld of the Internet. Information and services are available at our convenience, making human contact unnecessary.

The Internet provides people with options. People want immediate results, custom-tailored information, and the freedom to make decisions when they are ready. The Internet has become a way of life and the way of business. Don't let the web intimidate you -- make your web site the best.

Get onboard with SearchEngines.com to make a place for yourself on the Net. With a plan, a little determination, and our solid strategies for Internet marketing, you will make it happen.

## What you'll learn

Marketing on the Internet is an effective way to create a future for your company. To learn valuable strategies and information, hang out with us for a little while and we'll take you through the steps. In this site, you'll learn how to:

- Build an online presence for your business
- Boost traffic to your web site through Social Media
- How to optimize your website through social media
- Learn how to meet customer needs more efficiently

## The Program is highly specialized and suitable for the following candidates;

- Those who are willing to start their career in the field of WEB MARKTING especially in SOCIAL MEDIA OPTIMIZATION (SMO)
- Matriculated and Intermediate students
- Those who are working in the same field and would like to enhance their knowledge and also know the new techniques in social media optimization.

**Program is offered by: 3D Educators – Trainers & Consultants**

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# Program Details

### ***Inauguration***

The Training Program will be inaugurated by a senior member of 3DEducators

### ***Program Structure***

Number of classes in a week	One Class Per Week
Duration of each class	2 – Hour
Total Duration	16-Hours

3DEducators

## About the Program Designer & Instructor

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The Profile of Program Designers & Instructors is given below:

The “**SOCIAL MEDIA OPTIMIZATION-SMO**” Program has been designed and will be conducted by the Senior Consultants who have been the fifteen years experience in Web Marketing Technology in the E-Commerce field, although they have worked for public, private and National and Multinational Companies.

The Person are qualified and certified in Networking and PhD, MBA (MIS), MS, M.Sc Applied Physics.

At present, faculty is working with the top most company in Pakistan and involve in the Web Marketing projects in a senior position, also involved to provide training for last fifteen years.

## Program Syllabus

- Understanding the emerging landscape of SM
- Impact of Social media on customers
- How social media is impacting of marketing & businesses
  
- Application of Social Media
  
- Business Objective Achievements
- Know your target market
- Designing Social Media Communication Strategy and Plan
- Metrics of SM Effectiveness
  
- Guidelines for Social Media
  
- Best Practices in Social Media
- Do's and Don'ts for Social Media
- How to protect brand reputation online
- How to select media agency
  
- Case Studies
  
- Understanding the usage of different Tools in social media
- Technical Assistance for usage of Tools of Social Media
- How to incorporate the different links of social media at your website
- Understand the technical codes related to social media

Students who are unable to appear for the final exam are required to submit a written application stating the reason for not appearing for the exam. 3D Educators reserves the right to approve or deny such applications. If approved, the student will be allowed to sit for the exam within one month. Failure to do so, the student will be resubmit the examination fee and sit the future schedule exam. Without passing of the exams no certification will be awarded.

3D EDUCATORS

## **ONLINE LIVE CLASSES FACILITY AVAILABLE**

- Instructor Led Training
- Real Time Presentations
- Interactive Classes
- Complete Notes and Other Stuff shall be provided through our Secure Student Login Member's Area
- For Online Live Classes, you may please download the Admission Form through our website <http://www.3deducators.com>. Fill it properly and attached the required document along with Picture and send back to [info@3deducators.com](mailto:info@3deducators.com) with scanned fee submitted voucher in the bank.
- For Pakistan you may submit the fee at any MCB Branch with the title of "3D EDUCATORS-TRAINERS & CONSULTANTS".
- If you are outside Pakistan then you may transfer via Bank to Bank or any western union, Fast Track, Money Gram or else International Transfer Body.
- After Admission, if you don't have GMAIL Account then you are requested to kindly make one GMAIL Account and shared it [info@3deducators.com](mailto:info@3deducators.com). Then further correspondence shall be made by our institute official.
- Extra Bandwidth Charges shall be incurred.
- If you are outside country or city then extra courier charges shall be incurred for Certificate.

## **PRECAUTIONARY MEASURES**

- ✓ During Classes, you are requested to make sure that you are in isolated room, where no noise should be there except your voice.
- ✓ Kindly Switch Off your Cell Phone during the class, because it will disturb the quorum of class.
- ✓ If you have taken the admission in the course online, ethically it is recommended and suggested that you only avail this facility.
- ✓ Recording of Lectures are not allowed at your end.

This world is emerging and growing in the 21st Century very rapidly because of latest and remarkable technologies and its advancement. Due to advancement of technology, we 3D EDUCATORS offer Live Interactive class sessions.

3D EDUCATORS believe on Information Technology and its systems. Now you can also avail this facility at your home.

## **DISTANCE NOT MATTER**

You can join in the live classes Sessions of **3D EDUCATORS – TRAINERS & CONSULTANTS** from anywhere of the world.

### **CONTACT US:**

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**(Get the Admission Form)**

[Admission Form](#)

**MANAGEMENT**

**3D EDUCATORS – TRAINERS & CONSULTANTS**