

## Intermediate Level: Strategy & Execution

### Module 1: Social Media Strategy Development

#### Lesson 1.1: Aligning Social Media with Business Goals

**Overview:** In this lesson, you'll learn how to align social media marketing efforts with broader business goals. A strong alignment ensures that all your content, campaigns, and strategies work toward achieving the business's mission and objectives.

##### Key Concepts:

- **Business Goal Alignment:** Understand your business's primary objectives (e.g., increasing sales, improving brand awareness, driving website traffic) and define how social media can support these goals.
- **Actionable Examples:** Discuss how a business focused on increasing sales might focus on lead generation, product promotions, and creating clear calls-to-action (CTAs) in social media posts.

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#### Lesson 1.2: SWOT Analysis

**Overview:** A SWOT analysis identifies the internal and external factors that can affect a business. This exercise helps you understand a brand's strengths, weaknesses, opportunities, and threats to better align social media strategies.

##### Key Concepts:

- **SWOT Analysis Breakdown:** Learn to evaluate the internal and external environment of a business and develop a strategy based on those findings.
  - **Strengths:** What does the business excel at?
  - **Weaknesses:** Where does the business struggle?
  - **Opportunities:** What market trends or external factors could the business take advantage of?

- **Threats:** What external factors could harm the business?

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### Lesson 1.3: SMART Goals

**Overview:** SMART goals provide a structured approach to goal-setting. They are specific, measurable, achievable, relevant, and time-bound, ensuring that goals are practical and trackable.

**Key Concepts:**

- **SMART Goals:** Learn how to create goals that are clear, actionable, and measurable.
- **Actionable Example:** A SMART goal for social media might be: “Increase Instagram followers by 20% in the next 3 months by posting daily and using targeted hashtags.”

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### Lesson 1.4: Audience Targeting and Segmentation

**Overview:** Effective social media strategies require a deep understanding of your target audience. Segmenting your audience into personas ensures you’re crafting content that resonates with different customer types.

**Key Concepts:**

- **Audience Segmentation:** Learn how to segment your audience by age, gender, location, interests, and behavior.
  - **Audience Personas:** Develop audience personas that will guide content creation and marketing efforts.
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## Lesson 1.5: Building a Social Media Calendar

**Overview:** A social media calendar is a crucial tool for consistent and strategic content posting. This ensures that your content aligns with your goals and is timely.

### Key Concepts:

- **Content Planning:** Organize posts around key dates, product launches, holidays, and promotions.
- **Scheduling:** Learn how to create a posting schedule and maintain consistency.

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## Module 2: Content Strategy Aligned with Business Goals

### Lesson 2.1: Content Pillars

**Overview:** Content pillars guide your content creation, ensuring consistency and relevance. Pillars should align with your business goals and help define the type of content you will consistently post.

### Key Concepts:

- **Content Pillars:** These are overarching themes that define your content strategy. They should align with your business objectives.
- **Actionable Example:** A fitness brand might have content pillars such as "Motivation," "Fitness Tips," and "Client Success Stories."

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### Lesson 2.2: Content Types for Different Stages of the Funnel

**Overview:** Different types of content should be created for different stages of the marketing funnel. Each stage (Awareness, Consideration, Conversion) requires tailored content to move users through the buyer's journey.

### Key Concepts:

- **Funnel Stages:** Content varies depending on whether the goal is awareness, consideration, or conversion.
    - Awareness: Introduce your brand.
    - Consideration: Help your audience evaluate your product.
    - Conversion: Encourage users to take action.
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### Lesson 2.3: Repurposing Content

**Overview:** Repurposing content helps maximize its reach without constantly creating new material. Learn how to take existing content and adapt it for different platforms and formats.

#### Key Concepts:

- **Repurposing:** Converting one piece of content into multiple formats (e.g., turning a blog post into an infographic, video, etc.).
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### Lesson 2.4: Consistency and Voice

**Overview:** Maintaining a consistent brand voice across all platforms builds brand recognition and trust. Learn to define and maintain a voice that resonates with your audience.

#### Key Concepts:

- **Brand Voice:** The tone and style of your content (e.g., humorous, professional, casual).

- **Consistency:** Ensure your voice, style, and visual branding remain consistent across all social platforms.
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## Module 3: Campaign Planning (Promotions, Launches)

### Lesson 3.1: Campaign Structure

**Overview:** Campaigns should have clear objectives, target audiences, and strategies to achieve desired results. Learn how to structure a campaign from start to finish.

#### Key Concepts:

- **Campaign Objectives:** Define what you want to achieve (e.g., increase sales, brand awareness).
  - **Campaign Structure:** Set clear phases for pre-launch, launch, and post-launch.
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### Lesson 3.2: Campaign Lifecycle

**Overview:** A well-planned campaign should include all phases of a product's journey: pre-launch, launch, and post-launch.

#### Key Concepts:

- **Pre-launch:** Build anticipation with teasers, sneak peeks, and countdowns.
  - **Launch:** Release high-engagement content like influencer partnerships, special offers, and announcements.
  - **Post-launch:** Follow-up content with feedback, testimonials, and customer reviews.
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### Lesson 3.3: Timelines and Milestones

**Overview:** Set key milestones and deadlines for each phase of your campaign to ensure timely execution and measurement.

**Key Concepts:**

- **Milestones:** Break the campaign into smaller tasks and set deadlines for each one.

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### **Lesson 3.4: Tracking Campaign Performance**

**Overview:** Use KPIs and performance metrics to evaluate your campaign's success and adjust strategies as needed.

**Key Concepts:**

- **Performance Metrics:** Learn how to track campaign success using metrics like engagement, conversion rates, and ROI.

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## **Module 4: KPI Setting & Tracking**

### **Lesson 4.1: Types of KPIs**

**Overview:** KPIs (Key Performance Indicators) are essential for measuring the effectiveness of social media efforts. Understand the difference between vanity metrics and actionable KPIs.

**Key Concepts:**

- **Types of KPIs:** Learn the difference between vanity metrics (likes, shares) and actionable KPIs (conversion rates, engagement).

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### **Lesson 4.2: Setting Realistic KPIs**

**Overview:** Setting realistic KPIs ensures you can track progress accurately and adjust strategies as needed.

**Key Concepts:**

- **Realistic Goals:** Learn how to set achievable KPIs based on business goals.

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### Lesson 4.3: Performance Tracking Tools

**Overview:** Understand how to track KPIs using various performance tracking tools like Google Analytics, Facebook Insights, and Instagram Analytics.

**Key Concepts:**

- **Tracking Tools:** Learn to use Google Analytics, Facebook Insights, and other tools to monitor and report on KPIs.

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### Lesson 4.4: Adjusting Based on Results

**Overview:** Tracking performance allows for adjustments to be made to campaigns to maximize their success.

**Key Concepts:**

- **Performance Adjustments:** Learn how to adjust campaigns based on performance data to improve results.

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## Module 5: Content Creation & Community Building

### Lesson 5.1: Creating Shareable Content

**Overview:** Shareable content increases engagement and expands your reach. Learn the types of content that people want to share with their networks.

**Key Concepts:**

- **Content That Engages:** Understand the types of content that get shared, such as infographics, memes, polls, and challenges.

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### Lesson 5.2: Building and Managing Community Engagement

**Overview:** Building a community around your brand encourages loyal followers who will engage with your content.

### Key Concepts:

- **Engagement Strategy:** Develop strategies for increasing likes, comments, shares, and interactions with your posts.

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## Lesson 5.3: Brand Advocacy

**Overview:** Brand advocates are customers or influencers who spread the word about your brand. Learn how to build and manage relationships with these advocates.

### Key Concepts:

- **Building Advocates:** Create a plan to identify, nurture, and engage brand advocates who will share your content and endorse your brand.

