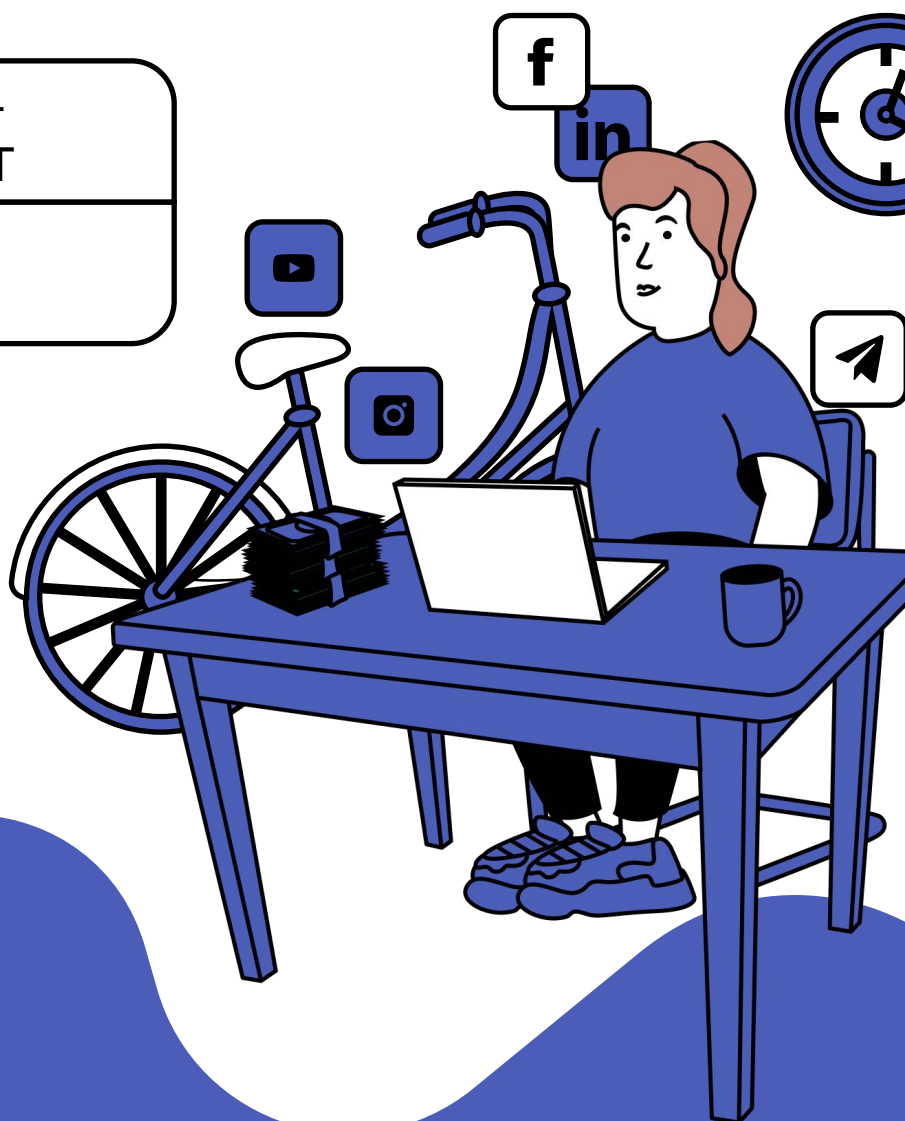


Certificate

Fedorenko Nataliia

Has attended the SMM-
manager course at GoIT

SMM-manager



16/12/2024

Unique ID SMM 34610

Anton Chornyi

CEO of GoIT

Certificate supplement SMM-manager

General information

23 classes

150 hours

22 practical tasks

3 individual project

Course Program:

Module 1. Introduction to SMM. Project Workflow Stages.

Module 2. Research and analysis of audience and competitors.

Module 3. Introduction to the brand and client. Working with contractors. Brand foundation. Positioning and success metrics.

Module 4. Content marketing strategies and the use of neural networks. Creating perfect content for social media: idea generation, UGC, and types of creatives. Design for creatives in SMM. Features and best practices for promotion on different social networks: understanding algorithms and trends. Features of promotion on TikTok. Creating reels and video editing.

Module 5. Creation and development of brand community. Community management and development.

Module 6. Partnerships and influencer marketing. Collaboration with opinion leaders and bloggers.

Module 7. Basics of targeted advertising. Creation of creatives and advertising campaigns. Strategies and budgeting for promotion. Creatives in Facebook.

Module 8. Analytics of advertising campaigns. Creating reports for the client