KineTEX INSTITUTE
DAHARKI CAMPUS

#1 GHOTKI'S IT TRAININGS INSTITUTE

SOCIAL MEDIA MARKETING

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ABOUT US

KineTEX Institute DAHARKI CAMPUS is dedicated to fostering excellence through specialized education and professional development. We bridge the gap between academic learning and industry demands by providing students with the tools they need to thrive in a competitive global landscape.

Our MISSION

To provide quality education and practical training in a supportive environment, where students can learn modern skills, explore creativity, and prepare for a successful future.

Our VISION

To become a leading institute that empowers individuals with knowledge, skills, and confidence to excel in education, technology, and life.

AFFILIATED WITH

Human Resource Development Strengthening the Nation
BBSHRRDB

Trade Testing Board *Sindh*

Employment Through Skill
STEVTA
Sindh Technical Education & Vocational Training Authority

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WHY CHOOSE US

1.5k+
Current Enrollments

5k+
Certificates

20+
Qualified Staff

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SOCIAL MEDIA MAREKTING COURSE

Duration:
3 Months (12 Weeks)

Mode:
Practical+ Theory + Projects

Outcomes:
Job, Freelancing & Business Ready Skills

Module System Course Outline

Month 1: Foundations & Content Mastery

Module 1: Fundamentals of Social Media Marketing (Week 1)

- What is Social Media Marketing
- Evolution of Social Media Platforms
- Organic vs Paid Marketing
- Personal Brand vs Business Brand
- Social Media Marketing Funnel
- Buyer Persona & Audience Research
- Competitor Analysis
- Platform Overview (Facebook, Instagram, TikTok, LinkedIn)
- Social Media Trends in 2026
- Case Studies of Successful Brands

Practical:

- Create social media accounts for a brand
- Analyze 3 competitors
- Create buyer persona

Module 2: Content Creation Strategy (Week 2)

- Types of Content (Educational, Promotional, Entertainment)
- Content Pillars & Content Themes
- Storytelling for Social Media
- Writing Captions that Convert
- Hook Strategy (First 3 Seconds Rule)
- Hashtag Research & Usage
- Content Calendar Planning
- Brand Voice & Tone

Practical:

- Create 30-day content calendar
- Write 10 captions with CTA
- Create hashtag sets for niche

Module 3: Graphic & Video Content Creation (Week 3–4)

- Canva for Social Media Design
- Post, Reel & Story Design
- Carousel Content Creation
- Thumbnail Design
- Short Video Creation (Reels, TikTok, Shorts)
- Basic Video Editing (CapCut)
- Trending Audio & Effects
- AI Tools for Content Creation

Practical:

- Design 10 posts
- Create 5 reels / TikTok videos
- Create brand kit

Month 2: Management & Paid Advertising

Module 4: Social Media Management (Week 5)

- Meta Business Suite Setup
- Page & Account Optimization
- Scheduling Tools (Meta, Hootsuite, Buffer)
- Community Management
- DM Automation
- Social Media Analytics
- Growth Strategies (Organic Reach)
- Handling Comments & Reviews

Practical:

- Schedule 1 week content
- Optimize business page
- Analyze insights report

Module 5: Meta Ads (Facebook & Instagram Ads) (Week 6–7)

- Ads Manager Overview
- Campaign Objectives
- Audience Targeting (Custom, Lookalike)
- Budgeting & Bidding
- Ad Creatives & Copywriting
- A/B Testing
- Pixel Setup
- Retargeting Ads
- Scaling Ads

Practical:

- Create ad campaign
- Design ad creative
- Setup audience & budget
- Analyze ad performance

Module 6: TikTok Ads & Growth (Week 8)

- TikTok Algorithm Understanding
- TikTok Business Account Setup
- TikTok Ads Manager
- Ad Formats (Spark Ads, In-Feed Ads)
- Influencer Collaboration
- Viral Content Strategy
- TikTok Analytics

Practical:

- Create TikTok campaign
- Design TikTok ad
- Post 5 viral-style videos

Month 3: LinkedIn + Freelancing & Career Building

Module 7: LinkedIn Marketing & Personal Branding (Week 9)

- LinkedIn Profile Optimization
- Company Page Setup
- Content Strategy for LinkedIn
- B2B Marketing on LinkedIn
- LinkedIn Ads Basics
- Lead Generation Forms
- Outreach Strategy

Practical:

- Optimize personal profile
- Create 5 LinkedI

Module 8: Freelancing & Client Acquisition (Week 10–11)

- Freelancing Platforms (Fiverr, Upwork, Freelancer)
- Profile Optimization
- Gig Creation Strategy
- Proposal Writing Formula
- Client Communication
- Pricing Strategy
- Portfolio Creation
- Contracts & Payments
- How to Get First Client

Practical:

- Create freelancing profile
- Write 3 proposals
- Create portfolio

Module 9: Final Project & Certification (Week 12)

- Create full social media strategy for a brand
- Content calendar (30 days)
- Run paid ad campaign (demo)
- Analytics & reporting
- Client presentation
- Viva / Assessment

Deliverable:

- Final project
- Portfolio
- Certificate

Bonus Modules (Optional)

- AI Tools for Social Media
- Influencer Marketing
- Social Media Automation
- Social Media for E-commerce
- Agency Model Setup

GET ENROLLED NOW!

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