



HOW TO BECOME A SOCIAL MEDIA INFLUENCER

CURRICULUM & COURSE SCHEDULE

PART 1: INSTAGRAM

PROGRAM PRE-SESSION EXERCISE: Open an Instagram profile

SESSION 1: BECOME A SUCCESSFUL INSTAGRAM INFLUENCER TO BOOST YOUR BUSINESS

Part 1: How to develop a successful Instagram profile

Session Exercise 1: Improve the setup of your Instagram Profile

Session Exercise 2: Decide your target and niche market

Part 2: Analyse your competitors and define your Instagram strategy

How to develop a successful Instagram profile learning from the best in that industry

Session Exercise 1: Analyse other people's profiles to identify what are the patterns and strategies they are currently using to be so successful in their field

Session Exercise 2: Decide your strategies and goals

SESSION 2: HAVE THE ABILITY TO CREATE CAPTIVATING BRANDING AND ENGAGING CONTENT (1)

How to develop a successful Instagram profile creating captivating branding and engaging content: Focus on high quality pictures and carousels

Session Exercise 1: Create a successful picture post

Session Exercise 2: Create an effective carousel post

SESSION 3: HAVE THE ABILITY TO CREATE CAPTIVATING BRANDING AND ENGAGING CONTENT (2)

How to develop a successful Instagram profile creating captivating branding and engaging content: Focus on high quality videos and Instagram Stories

Session Exercise 1: Create a perfect Instagram Story

Session Exercise 2: Create an engaging Instagram Video

SESSION 4: BOOST YOUR PROFILE WHILE MAKING A DIFFERENCE IN THE LIVES OF OTHERS

How to increase profile visibility, engagement and followers

Session Exercise 1: Create an Instagram advertising campaign to increase profile visibility and followers

Session Exercise 2: Use artificial intelligence tools to speed up the processes

SESSION 5: SUCCESSFULLY MARKET YOURSELF AS AN EXPERT IN YOUR SELECTED INDUSTRY

How to develop a successful Instagram profile creating captivating presentations to obtain sponsorship opportunities

Session Exercise 1: Create an effective Instagram pitch

Session Exercise 2: Find the right Influencer Agency to work with

PART 2: LINKEDIN

PROGRAM PRE-SESSION EXERCISE: Open a LinkedIn profile

SESSION 6: BECOME A SUCCESSFUL LINKEDIN INFLUENCER TO BOOST YOUR BUSINESS

Part 1: How to develop a successful LinkedIn profile

Session Exercise 1: Improve the setup of your LinkedIn profile

Session Exercise 2: Decide your target and niche market

Part 2: Analyse your competitors and define your LinkedIn strategy

How to develop a successful LinkedIn profile learning from the best in that industry

Session Exercise 1: Analyse other people's profiles to identify what are the patterns and strategies they are currently using to be so successful in their field

Session Exercise 2: Prepare your SWOT analysis

Session Exercise 3: Decide your strategies and goals

SESSION 7: HAVE THE ABILITY TO CREATE CAPTIVATING BRANDING AND ENGAGING CONTENT (1)

How to develop a successful LinkedIn profile creating captivating branding and engaging content:

Focus on high quality content

Session Exercise 1: Create a successful post

Session Exercise 2: Create an effective picture post

SESSION 8: HAVE THE ABILITY TO CREATE CAPTIVATING BRANDING AND ENGAGING CONTENT (2)

How to develop the right content for the right audience

Session Exercise 1: Mistakes to avoid. Identify mistakes in other people's posts.

Session Exercise 2: Create an engaging LinkedIn video

SESSION 9: BOOST YOUR PROFILE WHILE MAKING A DIFFERENCE IN THE LIVES OF OTHERS

How to increase profile visibility, engagement and followers

Session Exercise 1: Increase endorsements and recommendations

Session Exercise 2: Use artificial intelligence tools to speed up the processes

SESSION 10: SUCCESSFULLY MARKET YOURSELF AS AN EXPERT IN YOUR SELECTED INDUSTRY

How to develop a successful LinkedIn profile creating captivating presentations to obtain new job or new client opportunities

Session Exercise 1: Create an effective LinkedIn pitch

Session Exercise 2: Develop the skills of the future

PART 3: FACEBOOK

SESSION 11: BECOME A SUCCESSFUL FACEBOOK INFLUENCER TO BOOST YOUR BUSINESS

Part 1: How to develop a successful Facebook profile or Facebook page

Session Exercise 1: Improve the setup of your Facebook profile or Facebook page

Session Exercise 2: Decide your target and niche market for your Facebook presence

Part 2: Analyse your competitors and define your Facebook strategy

How to develop a successful Facebook presence learning from the best in that industry and field

Session Exercise 1: Analyse other people's profiles to identify what are the patterns and strategies they are currently using to be so successful in their field

Session Exercise 2: Decide your strategies and goals

SESSION 12: HAVE THE ABILITY TO CREATE CAPTIVATING BRANDING AND ENGAGING CONTENT (1)

How to develop a successful Facebook profile/page creating captivating branding and engaging content: Focus on high quality content

Session Exercise 1: Create a successful post

Session Exercise 2: Create an effective picture post

SESSION 13: HAVE THE ABILITY TO CREATE CAPTIVATING BRANDING AND ENGAGING CONTENT (2)

How to develop the right content for the right audience

Session Exercise 1: Mistakes to avoid. Identify mistakes in other people's posts.

Session Exercise 2: Create an engaging Facebook video

SESSION 14: BOOST YOUR PROFILE WHILE MAKING A DIFFERENCE IN THE LIVES OF OTHERS

How to increase profile visibility, engagement and followers

Session Exercise 1: Increase engagement of your posts

Session Exercise 2: Analyse analytics to improve results

SESSION 15: SUCCESSFULLY MARKET YOURSELF AS AN EXPERT IN YOUR SELECTED INDUSTRY

How to develop a successful Facebook profile creating captivating presentations to obtain new job or new client opportunities

Session Exercise 1: Create an effective Facebook pitch

Session Exercise 2: Start selling your products or services on a Facebook page