



SOCIAL MEDIA + Influencer Marketing

A 1-Month, Hands-On Program to Grow Brands & Run Influencer Campaigns

Organic Growth • Content Calendars • Real Influencer Campaign Setup

Duration 1 Month	Course Fee ₹3,999	Mode Offline, Aligarh
----------------------------	------------------------------------	---------------------------------

International Institute of Online Learning | iiol.online

Why Learn Social Media + Influencer Marketing?

A reel or short video sparks curiosity, a search builds intent, a message builds trust - that's how digital journeys are created today. This course teaches you to grow real brands organically across platforms and run influencer campaigns end-to-end, from finding the right creators to measuring results.

Who Can Join

- Students
- Aspiring Social Media Managers
- Brand Marketers
- Freelancers & Content Creators
- Small Business Owners

Program Highlights

- Zero Theory - 100% Practical, Hands-On Learning
- Platform-Specific Growth Systems for Every Major Channel
- Build a Real 30-Day Content Calendar & Influencer Campaign
- Small Batch, Mentor-Led Live Sessions
- Certificate of Completion

Tools You Will Master

- Meta Business Suite
- Instagram & Facebook Studio
- Canva
- LinkedIn Content Tools
- Content Calendar Tools
- Influencer Marketing Platforms

Curriculum - Week by Week

WEEK 1

Social Media Marketing Foundations

- SMM strategy & organic marketing basics
- Social brand management & audience persona development
- Facebook Marketing Essentials & Meta Business Suite
- Instagram Marketing & content planning

WEEK 2

Advanced Platforms & Content Strategy

- YouTube Marketing strategies
- LinkedIn strategy, page optimization & content creation
- Twitter & Pinterest marketing techniques
- Content calendars, key metrics & SMM management tools

WEEK 3

Influencer Marketing Fundamentals

- Introduction to influencer marketing & its benefits for brands
- Connecting with the right influencers & platforms
- Strategies for paid promotions, gifts & giveaways
- Brand ambassadors & affiliate programs

WEEK 4

Campaign Strategy & Portfolio Project

- End-to-end influencer campaign strategy & setup
- Studying successful influencer marketing campaigns
- **Portfolio Project:** A 30-day organic social media plan (content calendar, reel ideas, DM-to-lead flow)
- **Portfolio Project:** A full influencer campaign setup - shortlisting creators, brand-fit criteria & deliverables

Get Certified

On successful completion, you will receive IIOL's **Social Media + Influencer Marketing Certificate**, along with a real content calendar and influencer campaign plan as proof of skill.

Ready to Grow Brands on Social Media?

Duration: 1 Month | Fee: ₹3,999 | WhatsApp 92594 99005 to Register for a Free Demo