



University of Phoenix®
Professional Development

Paid Social Media Marketing



Build a better you



Skill-focused



Self-paced



Job-ready



**This course helps prepare you to test for Meta
Certified Digital Marketing Associate.¹**

¹ This course is not endorsed by Meta Platforms.

Course overview

Learn how successful digital marketers run strategic social media marketing campaigns with popular platforms such as Facebook, Instagram and more! Discover how to use social media platform tools to target the right audience, set budgets and launch and measure campaigns.

Skills you'll learn

- Evaluate the specific advantages and outcomes associated with paid social media marketing efforts
- Outline a strategic campaign using multiple social media platforms, target audience, competitors and budget
- Advertise on other social media platforms, including Twitter®, TikTok, Snapchat™, Reddit® and LinkedIn®
- Measure and evaluate the effectiveness of paid social media marketing campaigns





Key topics

- Social media marketing strategies
- Managing paid social media campaigns
- Budgeting and measuring campaigns



Course outline

Course Introduction

- Getting Started
- Course Welcome

Module 1 - Identify Advantages of Paid Social Marketing

- Introduction to Advantages of Paid Social Marketing
- Defining Social Media Marketing
- Advantages of Paid Social Marketing Key Concepts
- Advantages of Paid Social Marketing Skills Assessment

Module 2 - Leverage Strategic Campaigns

- Introduction to Campaign Strategy
- Knowing Your Audience, Leveraging Top Platforms, and Competition
- Campaign Strategy Key Concepts
- Campaign Strategy Skills Assessment

Module 3 - Create Advertising Campaigns

- Introduction to Campaign Creation
- Creating Stand Out Ads and Avoiding Pitfalls
- Campaign Creation Key Concepts
- Campaign Creation Skills Assessment

Module 4 - Track and evaluate Paid Social Campaigns

- Introduction to Paid Campaign Tracking and Evaluation
- Social Media Platforms and Metrics
- Paid Campaign Tracking and Evaluation Key Concepts
- Paid Campaign Tracking and Evaluation Skills Assessment



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Start building new skills one course at a time.

Have questions? Visit

<https://www.phoenix.edu/professional-development/faqs/>