

SOCIAL MEDIA MARKETING CERTIFICATE

Program Description

Creating and maintaining a clear, impactful, and authentic social media presence is key to discovering and connecting with potential customers. This begins with understanding when, where, how, and to whom social marketing content should be targeted and continues with brand-driven content that builds customer connection, community, and advocacy.

This certificate program will help you develop a strategic approach to executing today's most relevant digital marketing tactics using social media platforms. Throughout the program, you will examine social media platform best practices to design a robust social marketing strategy and create brand-centered social content that aligns with your marketing objectives. You will also identify user-generated content opportunities and structure an influencer campaign to motivate and build the brand community. Additionally, you will create a proactive cross-platform social listening and community management system that is consistent with the brand and devise metrics to measure the success of your marketing efforts. By the time you complete this program, you will have developed a fully integrated social campaign that is ready to launch in the market.

Key Takeaways

- Structure a social media strategy to guide campaign execution
- Select the right social media platforms to deliver on specific marketing objectives across the social media marketing funnel
- Create content based on a brand voice and marketing objectives to drive desired results
- Structure an influencer program to boost brand equity as part of your content-marketing strategy
- Plan and launch UGC (user-generated content) campaigns
- Build a proactive social listening system that amplifies the efforts of social media marketing and creates close relationships between the brand and members of the brand community
- Measure the effectiveness of social media marketing campaigns

What You'll Earn

- Social Media Marketing Certificate from The Hotel School, Cornell SC Johnson College of Business
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- Content marketers
- Social media managers
- Marketing channel managers
- Product managers
- Entrepreneurs
- Account executives
- Brand marketers
- Marketing communications specialists
- Copywriters
- Marketing consultants

Total Investment

- 3 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Social Media Marketing Certificate (<https://ecornell.cornell.edu/certificates/marketing/social-media-marketing/>).

Courses

Code	Title	Hours
eCornell SHA741	Social Media Strategy	0
eCornell SHA742	Social Media Marketing Across the Purchase Funnel	0
eCornell SHA743	Creating Effective Content Marketing	0
eCornell SHA744	Building the Brand Through Influencer Marketing	0
eCornell SHA745	Social Listening and Community Management	0
eCornell SHA746	Measuring Social Media Marketing Success	0