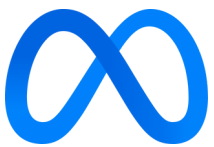




RUMI INSTITUTE

SOCIAL MEDIA MARKETING



**2 Months
Course Outline**

RUMI INSTITUTE

— By Rumi Institute, Sharaqpur Sharif

About Rumi institute

Rumi Institute was founded in July 2019 by CEO Waseem Ahmad. Rumi Institute aims to train individuals through practical knowledge by training in real time business environment. Our instructors with deepest knowledge of industry augment technical capabilities of individuals that lead to significant ascend in their career path

Our mission is to enhance the skills in such a way where the individuals start giving productivity from the very first day of their jobs.' We facilitate our untrained youth to focus, train, develop and one day lead their own team of youngsters and make a positive change in society by counteracting on redundancy with the help of our world-class dedicated, passionate, and hardworking trainers who are expert in their own respective fields. Rumi Institute offered multiple Skill courses in the field of Design, Development, Marketing, Accounts & Finance, Networking & Ecommerce.

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Our Success Stories



کنزہ یعقوب نے ہمارے ادارے سے ویب ڈویلپمنٹ کا کورس مکمل کیا اور اپنی مہارت کے بل پر لاہور میں Websole سافٹ ویئر ہاؤس میں کامیابی سے ملازمت حاصل کی۔ آج وہ ایک بااعتماد اور پیشہ ور ویب ڈویلپر کے طور پر اپنی صلاحیتوں کا لوہا منوا رہی ہیں۔



عمر گجر نے ہمارے ادارے سے ویب ڈویلپمنٹ کا کورس مکمل کیا اور اپنی محنت و مہارت کی بدولت لاہور میں Websole سافٹ ویئر ہاؤس میں کامیابی سے ملازمت حاصل کی۔ آج وہ ایک باصلاحیت ویب ڈویلپر کے طور پر اپنے کیریئر میں آگے بڑھ رہے ہیں۔



ایمان معراج نے ہمارے ادارے سے آفس مینجمنٹ کا کورس مکمل کیا اور اپنی محنت و مہارت کے ذریعے خود کو ایک باصلاحیت پروفیشنل ثابت کیا۔ آج وہ ایک کامیاب آفس مینیجر کے طور پر کام کر رہی ہیں اور اپنی صلاحیتوں سے ایک روشن مستقبل کی جانب بڑھ رہی ہیں۔



فاطمہ نے ہمارے ادارے سے ویب ڈویلپمنٹ کا کورس مکمل کیا اور اپنی محنت و لگن سے سینئر ویب ڈویلپر بن گئیں۔ آج وہ بطور فری لانسر بھی کامیابی سے کام کر رہی ہیں اور اپنے کیریئر میں نمایاں ترقی حاصل کر چکی ہیں۔



بلال احمد نے ہمارے ادارے سے گرافکس ڈیزائننگ کا کورس مکمل کیا اور اپنی تخلیقی صلاحیتوں کو نکھار کر کامیابی کی راہ ہموار کی۔ آج وہ ایک پروفیشنل گرافکس ڈیزائنر کے طور پر کامیابی سے کام کر رہے ہیں اور اپنی مہارت کے ذریعے نئے مواقع پیدا کر رہے ہیں۔

HOW Rumi Institute HELPS YOU IN CAREER BUILDING?

- ✔ Career counseling
- ✔ Career development as Graphic Designing
- ✔ Free help for aspiring students
- ✔ Help to stand as a freelance



Scope Of Social Media Marketing

As for the changing world towards digital, marketing also changed towards digital. Everything that has to make its brand identity and make online sales, now has to make digital marketing its essential part.

Focusing specifically on social ads can be highly effective. Facebook ads allow precise targeting based on demographics, interests, and behavior.

Digital Marketing Specialist/Manager

You could find yourself crafting and running online campaigns, strategizing social media efforts, optimizing websites for search engine. You have a vast scope of doing business online and

Module 1: Instagram Ads

Objective: Teach students how to run successful Instagram ad campaigns for businesses and personal brands.

Topics Covered:

- Understanding Instagram Marketing
 - Instagram user behavior & trends
 - Types of content: Feed, Stories, Reels
- Business Account Setup
 - Converting personal account to business account
 - Linking Instagram with Facebook page
- Instagram Ads Manager
 - Types of Instagram ads (Image, Video, Carousel, Story)
 - Choosing the right ad objective (Awareness, Engagement, Leads, Sales)
- Audience Targeting
 - Location, age, interests, and custom audiences
 - Retargeting with saved audiences
- Budget & Scheduling
 - Daily vs lifetime budget
 - Best times to run ads
- Ad Performance Tracking
 - Reading insights & metrics
 - Improving results with A/B testing

Module 2: Facebook Ads

Objective: Enable students to create and manage Facebook ad campaigns for different goals.

Topics Covered:

1. Facebook Marketing Basics
 - Facebook page optimization
 - Importance of content consistency
2. Meta Ads Manager Overview
 - Campaign, Ad Set, and Ad structure explained
 - Ad objectives for different business goals
3. Creative Ad Formats
 - Single image, video, carousel, slideshow ads
4. Target Audience Creation
 - Core, Custom, and Lookalike audiences
5. Budgeting & Placement
 - Manual vs automatic placements
 - Daily/lifetime budget setting
6. Ad Monitoring & Optimization
 - Tracking KPIs like CTR, CPC, CPM
 - Scaling successful campaigns

Module 3: Google Business Profile (GBP)

Objective: Teach students how to set up and optimize a Google Business Profile for local visibility.

Topics Covered:

1. Introduction to Local SEO
 - Why GBP is important for businesses
 - How local search results work
2. Setting Up a GBP
 - Creating and verifying a profile
 - Adding business details (name, address, phone, website)
3. Profile Optimization
 - Adding photos, videos, and business descriptions
 - Choosing the right business categories
4. Posts & Updates
 - Creating offers, events, and announcements

Module 4: Canva for Post Creation & Video Editing

Objective: Enable students to create and manage Facebook ad campaigns for different goals.

Topics Covered:

1. Facebook Marketing Basics

- Facebook page optimization
- Importance of content consistency

2. Meta Ads Manager Overview

- Campaign, Ad Set, and Ad structure explained
- Ad objectives for different business goals

3. Creative Ad Formats

- Single image, video, carousel, slideshow ads

4. Target Audience Creation

- Core, Custom, and Lookalike audiences

5. Budgeting & Placement

- Manual vs automatic placements
- Daily/lifetime budget setting

6. Ad Monitoring & Optimization

- Tracking KPIs like CTR, CPC, CPM
- Scaling successful campaigns



About Founder

I am **Waseem Ahmad**, the founder of **Rumi Institute**, a leading institute dedicated to empowering individuals with digital skills. With a passion for education and technology, I have helped numerous students build successful careers in web development, graphic design, digital marketing, Amazon training, and social media marketing.

At our institute, we not only provide hands-on training but also guide our students toward freelancing and job opportunities. Upon course completion, students receive certifications that enhance their professional credibility. My goal is to create a learning environment where anyone can gain practical skills and achieve financial independence.