

### 100 - Essentials

01 - Social Media Strategy Introduction	11:33
02 - Why Should I Participate in Social Media?	11:44
03 - Why Businesses Use Social Media	5:50
04 - How Different Businesses Use Social Media	10:36
05 - Social Media Trends	18:47
06 - The Importance of a Social Media Strategy	16:51
07 - Building a Social Media Strategy	5:50

Total Topics = 7

Total Time = 1:21:11

10 QUESTION QUIZ

### 200 - Strategy

08 - Building a Social Media Strategy - Listening	2:11
09 - Where to Listen	14:11
10 - Using Google as a Listening Tool - Google Search and Google Trends	5:03
11 - Using Google as a Listening Tool - Google Adwords	2:10
12 - Where to Listen - Niche Sites and Discussion Forums	2:47
13 - Developing Insights	2:38
14 - Defining Your Marketing Goals	5:42
15 - Defining Your Target Audience	5:19
16 - Deeper Targeting - Building Personas	5:01

Total Topics = 9

Total Time = 45:02

10 QUESTION QUIZ

### 300 - Management

17 - Creating Great Content - Introduction	2:41
18 - Creating Great Content - The Importance of Setting Your Content Strategy	1:51
19 - Creating Great Content - Building a Successful Content Plan	7:25
20 - Creating Great Content - What is the Right Content Mix?	2:14
21 - Creating Great Content - Content Mix Case Studies	13:46
22 - Creating Great Content - Content Mix Per Channel	8:04
23 - Creating Great Content - What Does Great Content Look Like?	8:29
24 - Creating Great Content - Be Visual	3:20
25 - Creating Great Content - Storytelling	1:28
26 - Creating Great Content - Be Valuable and Helpful	2:45
27 - Creating Great Content - Be Creative	3:30
28 - Creating Great Content - Behind the Scenes	1:49
29 - Creating Great Content - How Often Should I Post?	6:37

Total Topics = 13

Total Time = 1:03:59

10 QUESTION QUIZ

### 400 - Mastery

30 - Tools - Overview	18:00
31 - Which Networks Should I Use?	4:35
32 - Implementation - Building and Growing Your Presence	13:10
33 - Implementation - Prioritizing Your Efforts	8:11
34 - Track and Measure - Introduction	2:36
35 - Track and Measure - Key Performance Indicators (KPIs)	6:16
36 - Track and Measure - Setting Your KPIs	4:28
37 - Track and Measure - Setting Benchmarks	9:17
38 - Track and Measure - Using Analytics to Adapt Your Plan	4:01
39 - Setting Up Your Social Media Workflow	6:27

Total Topics = 0

Total Time = 1:17:01

10 QUESTION QUIZ

## BONUS! Social Media Strategy Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd**  
 Focus Your Keyword Research with **Answer The Public**  
 Get Headline Inspiration (Maybe?) with **Linkbait Generator**  
**Portent** Content Idea Generator  
 Understand Trending Content with **BuzzSumo**  
 Add Custom Social Media Feeds to Your Website with **curator.io**  
 Landscape by **SproutSocial**

### Resources:

Social Media Strategy Quick-Start Guide  
 Social Media Strategy Checklist  
 Launching Your Online Presence Checklist  
 Social Media Efficiency  
 Social Media Plan One-Page Summary  
 Social Media Priorities Quick-Start Guide  
 Social Media Plan Checklist

**Course Total Topics = 39**

**Course Total Time = 4:27:13**