

A Marketer's Top 5 Ways to Start Dominating Your Social Media Marketing

GoSkills online course syllabus

Skill level

Beginner

Lessons

7

Pre-requisites

No prior experience needed

Video duration

16m

Estimated study time

16m 54s

Instructor

Carlos Gil

Introduction

1

Utilizing social media marketing

There are more social media sites available to consumers than ever before.

Marketing on Social Media

2

Using TikTok

TikTok is one of the fastest growing social media platforms.

3

Utilizing short content

Online marketing is challenging and there is only so much attention to go around.

4

Establishing a community

Without a digital community, no one will see your brand.

5

Market your brand like an influencer

Consumers perceive brands as advertisers.

6

Moments over marketing

As a marketer, it's vital that you capture people's attention within the first second, but how do you do that without coming off like you're trying to sell someone something?

Conclusion

7

Time to market on social media

Thanks for watching this course!

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