Social Media Marketing
Course Guide
# Course Overview

<table>
<thead>
<tr>
<th><strong>Total price</strong></th>
<th>9,600 baht</th>
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<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>Total 9 hours</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>3 sessions of 3 hour in-person classes</td>
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<tr>
<td><strong>Type of class</strong></td>
<td>In-person live group class</td>
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<tr>
<td><strong>Level</strong></td>
<td>Beginner</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>English (Thai also available)</td>
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<tr>
<td><strong>Class size</strong></td>
<td>Maximum 8 students</td>
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<tr>
<td><strong>Software</strong></td>
<td>Buffer, Co-schedule, Zapier, Canva, HubSpot, Trello, Google Analytics, Copy.AI</td>
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<tr>
<td><strong>Topics</strong></td>
<td>Target Audience Analysis, Brand Messaging and Goals, Content Calendar, Social Platforms, Insights, Ads</td>
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<td><strong>How to apply</strong></td>
<td>Email info@webcoursesbangkok to find out the next available course date.</td>
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"We closed a client... could've never done it without you; thank you again from the bottom of my heart"

Dan Renalds, Google review 5 stars
Create a digital media plan for your brand and business.

Social Media has become a new norm in this generation. Knowing how to utilise social media to your advantage will give your business an extra boost.

Learn about different social media platforms and what they do so you can select which ones make the most sense for your business.

Figure who and where your audience is on social media and how to connect with them so you can build strong relationships with your customers.

Explore how to strengthen your brand and use social media ads so you can increase awareness and attract new customers.

Get tips on how to create engaging content and ads for different social platforms, schedule posts, and look at data insights so you can feel confident to start building a social media strategy for your business.
Take control of your social media marketing and bring it inhouse.
Marketing from anywhere with social media marketing

- Take control of your social media activity and learn the strategies that yield the best ROI
- Upskill your self to be able to create social media strategies that map to your themes, products, services and goals.
- Bringing your SMM back in-house can save you thousands of dollars each month. You are who knows your business best.

We believe your success is our success
Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn to strategise the market through social media for your business. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.
# Course outline

## Week 1

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing 101</td>
<td>Nature of each social media platform</td>
<td>Know what are the different between each social media platform and learn their advantages and disadvantages in order to utilise it to your favour.</td>
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## Week 2

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target demographic</td>
<td>Getting to know your target audience</td>
<td>Learn how to identify your target audience. Analyse deeper into the target audience demographic, psychographic and their behaviour. Use the insight to your advantage in order to gain a greater reach</td>
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### Week 3

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
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</thead>
<tbody>
<tr>
<td>Social Media planning</td>
<td>Putting the analysis to work</td>
<td>Get hand on with creating, organising, scheduling your content in order to keep your workflow smooth and consistent. Maximise the algorithm for the best possible turn out.</td>
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# Our teaching philosophy

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

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<tr>
<th>Personalised learning system</th>
<th>We design our courses using the 4MAT Model, which approaches learning in a holistic way combining the left-brain and right-brain, so you will learn topics and skills in a unique way that enables you to use them in the real-world with confidence.</th>
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<tbody>
<tr>
<td>Practical</td>
<td>We show you how to use industry-specific tools and programs, so you get lots and lots of practice and feel confident to use them independently.</td>
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<tr>
<td>Real-world applications</td>
<td>Our industry expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real world experiences.</td>
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<tr>
<td>Friendly</td>
<td>Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.</td>
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Informative Decision making

Decide which digital marketing channels make sense for your business

Engagement building

Learn how to build and engage with your audiences on social media with confidence

Efficient practices

Get the best practices for creating and sharing content for social media
Payment

Early bird 10% off
Book and pay 30 days in advance and save 10% off your total

Refer a friend
Invite your friends and receive a 500 baht discount per referral - or, book as a group and receive special pricing!

Payment terms
Total price 9,600 baht
50% deposit to confirm your place and 50% on the first day of the course.

Payment options
- PayPal
- Credit Card (+3% charges)
- Bank transfer
- Monthly installments (with 0% interest)
- Omise (+3.56 % Chares)

Account details
Bank: Kasikorn Bank
Name: Web Consulting Bangkok Co., Ltd.
Branch: Sukhumvit 21
Account number: 611-2-04400-9
SWIFT: KASITHBK

Company details
Address: Web Consulting Bangkok Co., Ltd (Branch 1)
1028/5 1st Floor, Pongamorn Building, 10120 Bangkok, Thailand
Phone: +(66) 2-6798607,
Direct: +(66) 95 641 9445

Note: Please make sure you send in your payment receipt. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.
Our graduates go on to have successful careers in web and tech.
We have full time accredited courses by the

Ministry of Education Thailand

50+

Courses

in graphic design, web design, web development, photography, videography & online marketing
We look forward to adding you to this number

9,000+
Graduates

300,000+
Hours
of learning delivered

100+
Privately trained companies
Web Courses Bangkok Academy is located in the heart of Bangkok's business district and easily accessible by public transport. We’re a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city’s bustling riverfront and Chinatown are just a 10–15 minute taxi ride from our academy.

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**Email:** info@webcoursesbangkok  
**Address:** 1028/5 1st Floor, Pongamorn Building, 10120 Bangkok, Thailand  

[Webcoursesbangkok.com](http://Webcoursesbangkok.com)