

Certified Ekasi Social Media Marketing Specialist

Complete Study Guide & Practice Exam Preparation

Prepared by: Ekasi Global Skills Validation and Certifications

Certification Level: Professional

Study Duration: 10-12 weeks

Exam Format: 100 Questions

Course Overview

This comprehensive certification program equips learners with end-to-end skills to strategize, create, manage, analyze, and optimize social media marketing campaigns for businesses and brands. Upon completion, graduates will be qualified as strategic social media marketing specialists capable of delivering measurable business results.

Learning Outcomes:

- Develop comprehensive social media marketing strategies
 - Create engaging, platform-specific content
 - Execute and optimize paid social media campaigns
 - Analyze performance data and provide actionable insights
 - Manage online communities and handle customer service
 - Implement influencer marketing programs
 - Navigate ethical considerations and emerging trends
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Module 1: Foundations of Social Media Marketing

Learning Objectives

By the end of this module, students will be able to:

- Define social media marketing and its role in modern business
- Identify key differences between traditional and social media marketing
- Recognize major social platforms and their primary audiences
- Set SMART goals for social media campaigns

- Understand the social media marketing funnel

Key Topics

1.1 The Evolution of Social Media: From Connection to Commerce

Social media has transformed from simple networking platforms to powerful business tools. Understanding this evolution helps marketers leverage platforms effectively:

Timeline of Social Media Evolution:

- **2003-2007:** Early networking (MySpace, Facebook launch)
- **2008-2012:** Platform diversification (Twitter, Instagram, LinkedIn)
- **2013-2018:** Mobile-first and visual content (Snapchat, TikTok)
- **2019-Present:** Commerce integration and creator economy

1.2 Defining Social Media Marketing (SMM) vs. Traditional Marketing

Social Media Marketing Characteristics:

- Two-way communication
- Real-time engagement
- User-generated content
- Community building
- Viral potential
- Micro-targeting capabilities

Traditional Marketing Characteristics:

- One-way communication
- Mass audience approach
- Brand-controlled messaging
- Scheduled campaigns
- Broad demographic targeting

1.3 Understanding Major Platforms & Their Primary Audiences

Facebook: Adults 25-54, diverse interests, community-focused **Instagram:** Ages 18-34, visual content, lifestyle-oriented **Twitter/X:** News consumers, professionals, real-time discussions **LinkedIn:** Professionals, B2B networking, career development **TikTok:** Gen Z and Millennials, entertainment, short-

form video **YouTube:** All ages, educational and entertainment content **Pinterest:** Predominantly female, DIY, shopping inspiration

1.4 The Role of a Social Media Marketing Specialist

Core Responsibilities:

- Strategy development and implementation
- Content creation and curation
- Community management
- Paid advertising management
- Performance analysis and reporting
- Trend monitoring and adaptation
- Crisis management
- Cross-functional collaboration

1.5 Setting SMART Goals for Social Media

SMART Framework:

- **Specific:** Clear, well-defined objectives
- **Measurable:** Quantifiable metrics
- **Achievable:** Realistic expectations
- **Relevant:** Aligned with business goals
- **Time-bound:** Defined deadlines

Common Social Media Goals:

- **Awareness:** Reach, impressions, brand mentions
- **Engagement:** Likes, comments, shares, saves
- **Leads:** Email signups, download conversions
- **Sales:** Revenue, conversion rates, ROAS
- **Loyalty:** Customer retention, repeat purchases

1.6 Introduction to the Social Media Marketing Funnel

Awareness Stage:

- Reach new audiences

- Build brand recognition
- Share valuable content

Consideration Stage:

- Educate prospects
- Showcase products/services
- Build trust and credibility

Conversion Stage:

- Drive specific actions
- Convert leads to customers
- Optimize for sales

Module 1 Practice Questions

1. Which of the following best describes the primary difference between social media marketing and traditional marketing? a) Social media marketing is always free b) Traditional marketing reaches larger audiences c) Social media marketing enables two-way communication d) Traditional marketing is more effective

2. What does the "M" in SMART goals stand for? a) Meaningful b) Measurable c) Manageable d) Motivating

3. Which platform is most suitable for B2B marketing? a) TikTok b) Instagram c) LinkedIn d) Snapchat

4. In the social media marketing funnel, which stage focuses on converting leads to customers? a) Awareness b) Consideration c) Conversion d) Retention

5. Which demographic primarily uses TikTok? a) Adults 35-54 b) Gen Z and Millennials c) Adults 55+ d) All age groups equally

Answer Key: 1-c, 2-b, 3-c, 4-c, 5-b

Module 2: Strategy Development & Audience Research

Learning Objectives

By the end of this module, students will be able to:

- Conduct comprehensive social media audits

- Develop detailed buyer personas
- Perform competitive analysis
- Establish brand voice and visual identity
- Create content pillars and calendars
- Plan resources effectively

Key Topics

2.1 Conducting a Social Media Audit

Internal Audit Components:

- Current platform presence
- Content performance analysis
- Audience demographics
- Engagement rates
- Growth trends
- Brand consistency

Audit Process:

1. Inventory all social accounts
2. Analyze content performance
3. Review audience insights
4. Assess brand consistency
5. Identify gaps and opportunities
6. Document findings and recommendations

2.2 Defining Target Audience & Building Detailed Buyer Personas

Buyer Persona Elements:

- Demographics (age, gender, location, income)
- Psychographics (interests, values, lifestyle)
- Behavioral patterns (social media usage, purchase behavior)
- Pain points and challenges
- Goals and motivations

- Preferred content types

Research Methods:

- Customer surveys
- Social media insights
- Website analytics
- Customer interviews
- Industry reports

2.3 Competitor Analysis: SWOT and Content Analysis

SWOT Analysis Framework:

- **Strengths:** What competitors do well
- **Weaknesses:** Areas for improvement
- **Opportunities:** Market gaps
- **Threats:** Competitive advantages

Content Analysis:

- Posting frequency
- Content types and formats
- Engagement rates
- Popular posts analysis
- Hashtag strategies
- Timing and scheduling

2.4 Establishing Brand Voice, Personality, and Visual Identity

Brand Voice Characteristics:

- Tone (professional, casual, humorous)
- Language style (formal, conversational)
- Personality traits (friendly, authoritative, innovative)
- Values and messaging themes

Visual Identity Elements:

- Color palette

- Typography
- Logo usage guidelines
- Image style and filters
- Graphic design elements
- Video aesthetics

2.5 Content Pillars & Campaign Ideation

Content Pillar Categories:

- Educational content (tips, tutorials, industry insights)
- Entertainment (humor, trending content, behind-the-scenes)
- Inspirational (motivational quotes, success stories)
- Promotional (product features, special offers)
- Community-focused (user-generated content, testimonials)

2.6 Creating a Social Media Content Calendar & Workflow

Calendar Components:

- Publishing schedule
- Content themes by day/week
- Platform-specific adaptations
- Holiday and event planning
- Campaign coordination
- Approval workflow

Module 2 Practice Questions

1. What is the primary purpose of conducting a social media audit? a) To increase follower count b) To assess current performance and identify opportunities c) To copy competitor strategies d) To reduce marketing costs

2. Which element is NOT typically included in a buyer persona? a) Demographics b) Company stock price c) Pain points d) Social media usage patterns

3. In a SWOT analysis, what does the "O" represent? a) Objectives b) Operations c) Opportunities d) Outcomes

4. How many content pillars should a brand typically focus on? a) 1-2 b) 3-5 c) 6-8 d) As many as possible

5. What is the recommended approach for establishing brand voice? a) Copy successful competitors
b) Use different voices for different platforms c) Develop consistent voice based on brand values d)
Change voice based on trending topics

Answer Key: 1-b, 2-b, 3-c, 4-b, 5-c

Module 3: Platform Deep Dive: Content & Advertising (Part 1)

Learning Objectives

By the end of this module, students will be able to:

- Understand algorithm mechanics for major platforms
- Create optimized content for Facebook, Instagram, Twitter/X, LinkedIn, and Pinterest
- Implement effective community management strategies
- Set up basic advertising campaigns on each platform

Key Topics

3.1 Meta Platforms (Facebook & Instagram)

Algorithm Overview:

- Relationship signals (interaction history)
- Content type preferences
- Recency of posts
- Time spent on content
- Original vs. shared content priority

Optimal Content Formats:

- **Facebook:** Long-form posts, live videos, events, groups
- **Instagram:** High-quality visuals, Stories, Reels, IGTV
- **Both:** User-generated content, behind-the-scenes content

Best Practices:

- Post when audience is most active

- Use relevant hashtags (5-10 for Facebook, 20-30 for Instagram)
- Encourage meaningful engagement
- Maintain consistent posting schedule
- Utilize Stories for real-time content

Advertising Basics:

- Campaign objectives (awareness, traffic, conversions)
- Audience targeting options
- Ad formats (image, video, carousel, collection)
- Budget and bidding strategies
- Ad placement optimization

3.2 Twitter/X Marketing

Platform Characteristics:

- Real-time conversation focus
- News and trending topic orientation
- Character limit considerations
- Hashtag culture importance

Content Strategy:

- Tweet frequently (3-5 times daily)
- Engage in trending conversations
- Share industry news and insights
- Use polls and questions
- Retweet valuable content with commentary

Advertising Options:

- Promoted tweets
- Promoted accounts
- Promoted trends
- Twitter Ads Manager targeting

3.3 LinkedIn Marketing

Professional Platform Focus:

- B2B relationship building
- Thought leadership content
- Industry networking
- Professional development

Content Types:

- Industry insights and analysis
- Company news and updates
- Employee spotlights
- Educational content
- LinkedIn articles

LinkedIn Ads:

- Sponsored content
- Message ads
- Dynamic ads
- Text ads
- Professional targeting options

3.4 Pinterest Marketing**Platform Unique Features:**

- Visual discovery engine
- Long content lifespan
- Purchase intent focus
- Seasonal content relevance

Pin Strategy:

- Create visually appealing pins
- Use text overlays effectively
- Optimize pin descriptions with keywords
- Pin consistently throughout the day

- Create themed boards

Module 3 Practice Questions

- 1. What is the primary factor that influences Facebook's algorithm?** a) Post timing b) Hashtag quantity c) Relationship signals between users d) Post length
- 2. How many hashtags are recommended for Instagram posts?** a) 5-10 b) 10-15 c) 20-30 d) As many as possible
- 3. What is the ideal posting frequency for Twitter/X?** a) 1-2 times per day b) 3-5 times per day c) 6-10 times per day d) Once per week
- 4. Which content type performs best on LinkedIn?** a) Memes and humor b) Industry insights and thought leadership c) Personal lifestyle content d) Product promotional posts
- 5. What makes Pinterest unique compared to other social platforms?** a) Character limits b) Real-time conversations c) Visual discovery and long content lifespan d) Professional networking focus

Answer Key: 1-c, 2-c, 3-b, 4-b, 5-c

Module 4: Platform Deep Dive: Content & Advertising (Part 2)

Learning Objectives

By the end of this module, students will be able to:

- Develop video-first content strategies
- Understand trending dynamics on short-form video platforms
- Create effective influencer collaboration strategies
- Evaluate and adopt emerging platforms

Key Topics

4.1 YouTube Marketing Strategy

Platform Characteristics:

- Long-form and short-form video content
- Search engine functionality
- Educational and entertainment focus
- Subscriber-based community building

Content Strategy:

- Develop consistent video series
- Optimize for YouTube SEO
- Create compelling thumbnails
- Use end screens and cards
- Engage with comments actively

YouTube Advertising:

- TrueView ads (skippable)
- Non-skippable ads
- Bumper ads
- YouTube Shorts ads
- Targeting options and metrics

4.2 TikTok Marketing Mastery

Platform Dynamics:

- Algorithm favors engagement and completion rates
- Trend-driven content culture
- Authentic, unpolished content performs well
- Sound and music integration crucial

Content Creation:

- Follow trending sounds and challenges
- Create original entertaining content
- Use native editing features
- Post at optimal times (6-10 PM)
- Engage with comments quickly

TikTok Advertising:

- In-feed ads
- Branded hashtag challenges
- Branded effects

- TopView ads
- Creator marketplace

4.3 Snapchat Marketing

Platform Features:

- Ephemeral content focus
- AR filters and lenses
- Location-based features
- Younger demographic concentration

Advertising Options:

- Snap ads
- Story ads
- Collection ads
- AR lenses
- Geofilters

4.4 Creator & Influencer Collaboration Strategies

Collaboration Types:

- Sponsored posts
- Product partnerships
- Takeovers
- Co-created content
- Affiliate programs

Platform-Specific Considerations:

- YouTube: Long-form reviews and tutorials
- TikTok: Authentic product demonstrations
- Instagram: High-quality lifestyle integration
- Snapchat: Behind-the-scenes content

4.5 Emerging Platforms Evaluation

Evaluation Criteria:

- User demographics alignment
- Content format compatibility
- Marketing tool availability
- Community engagement levels
- Long-term viability indicators

Module 4 Practice Questions

- 1. What type of content typically performs best on TikTok?** a) Highly polished, professional videos b) Authentic, trend-based content c) Long-form educational content d) Text-heavy informational posts
- 2. What is the optimal posting time for TikTok?** a) 9-11 AM b) 12-3 PM c) 6-10 PM d) 11 PM-2 AM
- 3. Which YouTube ad format allows viewers to skip after 5 seconds?** a) Bumper ads b) TrueView ads c) Non-skippable ads d) YouTube Shorts ads
- 4. What is Snapchat's primary content characteristic?** a) Permanent posts b) Professional networking c) Ephemeral content d) Long-form videos
- 5. When evaluating an emerging platform, what should be the first consideration?** a) Advertising costs b) User demographics alignment c) Number of features available d) Competitor presence

Answer Key: 1-b, 2-c, 3-b, 4-c, 5-b

Module 5: Content Creation & Storytelling

Learning Objectives

By the end of this module, students will be able to:

- Apply visual storytelling principles to social media content
- Use design tools effectively for social media graphics
- Create and edit video content for various platforms
- Write compelling copy and calls-to-action
- Develop user-generated content campaigns

Key Topics

5.1 Principles of Visual Storytelling for Social Media

Core Storytelling Elements:

- Hero's journey adaptation for brands
- Emotional arc development
- Visual narrative flow
- Brand story integration
- User-centric perspectives

Platform-Specific Storytelling:

- Instagram: Visual journey through posts and Stories
- TikTok: Quick, punchy narratives with hooks
- YouTube: Extended storytelling with character development
- LinkedIn: Professional journey and success stories

5.2 Basic Graphic Design for Social Media

Design Fundamentals:

- Color theory and brand consistency
- Typography hierarchy and readability
- Composition rules (rule of thirds, golden ratio)
- White space utilization
- Visual balance and alignment

Canva Mastery:

- Template customization
- Brand kit setup
- Animation features
- Collaboration tools
- Platform-specific sizing

Adobe Express Skills:

- Advanced design capabilities
- Brand asset management
- Video creation tools
- Integration with Adobe Creative Suite

5.3 Video Content Creation and Editing

Shooting Best Practices:

- Lighting techniques for mobile video
- Framing and composition
- Audio quality considerations
- Stability and movement
- B-roll footage planning

CapCut Editing:

- Basic cutting and trimming
- Transition effects
- Text and graphic overlays
- Audio editing and music integration
- Color correction and filters

InShot Features:

- Multi-layer editing
- Speed adjustment
- Aspect ratio optimization
- Export settings for different platforms

5.4 Copywriting for Social Media

Caption Writing Framework:

- Hook (attention-grabbing opener)
- Value (main content or message)
- Call-to-action (desired next step)
- Hashtags (discoverability)

Platform-Specific Copy:

- Facebook: Conversational, story-driven
- Instagram: Inspiring, lifestyle-focused
- Twitter: Concise, witty, newsworthy

- LinkedIn: Professional, insightful
- TikTok: Casual, trend-aware

Call-to-Action Best Practices:

- Clear and specific instructions
- Create urgency when appropriate
- Align with user intent
- Test different variations
- Track performance metrics

5.5 User-Generated Content (UGC) Campaigns

UGC Campaign Types:

- Photo contests
- Hashtag challenges
- Review and testimonial requests
- Behind-the-scenes submissions
- Product in action showcases

Campaign Management:

- Clear guidelines and requirements
- Incentive structure design
- Content moderation process
- Legal considerations and permissions
- Performance measurement

5.6 Leveraging Trends and Cultural Moments

Trend Identification:

- Social listening tools
- Platform trend sections
- Industry publications
- Competitor monitoring
- Cultural calendar awareness

Appropriate Participation:

- Brand relevance assessment
- Authenticity maintenance
- Cultural sensitivity
- Timing considerations
- Risk evaluation

Module 5 Practice Questions

1. What are the three key elements of the copywriting framework for social media? a) Hook, Value, Call-to-action b) Title, Body, Conclusion c) Problem, Solution, Benefit d) Attention, Interest, Action

2. Which design principle helps create visual balance in social media graphics? a) Color theory b) Rule of thirds c) Typography hierarchy d) Brand consistency

3. What is the most important factor when shooting mobile video for social media? a) Camera resolution b) Lighting quality c) Video length d) Background music

4. Which platform is best suited for story-driven, conversational captions? a) Twitter b) LinkedIn c) Facebook d) TikTok

5. What should be the first consideration when deciding to participate in a trending topic? a) Competitor participation b) Potential reach c) Brand relevance and authenticity d) Cost of participation

Answer Key: 1-a, 2-b, 3-b, 4-c, 5-c

Module 6: Social Advertising & Paid Media Strategy

Learning Objectives

By the end of this module, students will be able to:

- Structure advanced social media advertising campaigns
- Implement sophisticated targeting strategies
- Design and execute A/B testing protocols
- Optimize budgets and bidding strategies
- Create effective retargeting campaigns

Key Topics

6.1 The Paid Social Ecosystem

Ecosystem Components:

- Advertising platforms and their unique features
- Third-party tools and integrations
- Attribution models and tracking
- Cross-platform coordination
- Budget allocation strategies

Campaign Hierarchy:

- **Campaign Level:** Objective and budget setting
- **Ad Set Level:** Audience, placement, and optimization
- **Ad Level:** Creative elements and messaging

6.2 Advanced Campaign Structure

Campaign Objectives by Platform:

Facebook/Instagram:

- Awareness: Reach, brand awareness
- Consideration: Traffic, engagement, app installs, video views, lead generation
- Conversion: Conversions, catalog sales, store traffic

LinkedIn:

- Awareness: Brand awareness, reach
- Consideration: Website visits, engagement, video views, lead generation
- Conversion: Website conversions, lead generation

Twitter:

- Awareness: Reach, video views
- Consideration: Website clicks, engagements, followers, app installs
- Conversion: Website conversions

6.3 Advanced Targeting Strategies

Custom Audiences:

- Website visitors (pixel-based)
- Customer lists (email/phone matching)
- App users
- Engagement audiences (social media interactions)

Lookalike Audiences:

- Based on customer data
- Website visitors
- High-value customers
- Engagement audiences
- Optimal audience size selection (1-3% for precision, 4-10% for reach)

Interest and Behavioral Targeting:

- Demographics and life events
- Interests and hobbies
- Purchase behaviors
- Device usage patterns
- Seasonal behaviors

6.4 A/B Testing Methodology**Testing Elements:**

- Creative variations (images, videos, copy)
- Audience segments
- Ad placements
- Call-to-action buttons
- Landing pages

Testing Framework:

- Hypothesis formulation
- Test design and setup
- Statistical significance requirements

- Result analysis
- Implementation of findings

Testing Best Practices:

- Test one variable at a time
- Run tests for statistical significance
- Consider external factors
- Document results systematically
- Scale successful variations

6.5 Budget Management and Bidding Strategies

Budget Types:

- Daily budgets vs. lifetime budgets
- Campaign Budget Optimization (CBO)
- Manual vs. automatic bidding
- Bid cap strategies
- Cost cap considerations

Bidding Strategies:

- Lowest cost bidding
- Target cost bidding
- Bid cap bidding
- Minimum ROAS bidding
- Platform-specific considerations

6.6 Retargeting and Remarketing

Retargeting Audiences:

- Website visitors by page/section
- Abandoned cart users
- Video viewers by engagement level
- Social media engagers
- Email subscribers and customers

Sequential Messaging:

- Awareness stage retargeting
- Consideration stage nurturing
- Conversion stage optimization
- Post-purchase upselling
- Customer retention campaigns

Module 6 Practice Questions

- 1. What is the recommended lookalike audience size for maximum precision?** a) 1-3% b) 4-6% c) 7-10% d) 11-15%
- 2. In A/B testing, what is the most important principle to follow?** a) Test multiple variables simultaneously b) Test one variable at a time c) Always test for 30 days d) Use identical budgets for all tests
- 3. What type of bidding strategy focuses on achieving a specific return on ad spend?** a) Lowest cost bidding b) Target cost bidding c) Minimum ROAS bidding d) Bid cap bidding
- 4. Which custom audience type is created using website visitor data?** a) Customer list audience b) Pixel-based audience c) App user audience d) Engagement audience
- 5. What is Campaign Budget Optimization (CBO)?** a) Manual budget distribution across ad sets b) Automatic budget distribution by platform algorithms c) Setting daily spending limits d) Optimizing for lowest cost per click

Answer Key: 1-a, 2-b, 3-c, 4-b, 5-b

Module 7: Analytics, Reporting, & Measurement

Learning Objectives

By the end of this module, students will be able to:

- Define and track key performance indicators (KPIs)
- Use native platform analytics effectively
- Implement Google Analytics for social media tracking
- Create comprehensive performance reports
- Transform data into actionable insights

Key Topics

7.1 Key Performance Indicators (KPIs) for Social Media

Awareness Metrics:

- Reach (unique users who see content)
- Impressions (total views of content)
- Brand mention tracking
- Share of voice analysis
- Hashtag performance

Engagement Metrics:

- Engagement rate (interactions/reach)
- Comments, likes, shares, saves
- Click-through rate (CTR)
- Video completion rates
- Story completion rates

Conversion Metrics:

- Conversion rate
- Cost per acquisition (CPA)
- Return on ad spend (ROAS)
- Lead generation metrics
- Sales attribution

Customer Service Metrics:

- Response time
- Resolution rate
- Customer satisfaction scores
- Escalation rates

7.2 Native Platform Analytics

Facebook Insights:

- Page performance overview

- Post performance analysis
- Audience demographics and behavior
- Video metrics and engagement
- Ads Manager integration

Instagram Insights:

- Profile visit tracking
- Story performance metrics
- IGTV and Reels analytics
- Shopping insights
- Audience activity patterns

Twitter Analytics:

- Tweet performance metrics
- Audience insights
- Twitter Ads performance
- Conversion tracking
- Video view analytics

LinkedIn Analytics:

- Page and post performance
- Follower demographics
- Employee advocacy metrics
- Campaign Manager insights
- Lead generation tracking

TikTok Analytics:

- Profile overview metrics
- Content performance tracking
- Audience demographics
- Trending hashtag analysis
- Live stream analytics

7.3 Google Analytics for Social Media

Social Media Reports Setup:

- Social network referral tracking
- Goal and conversion setup
- UTM parameter implementation
- Custom dashboard creation
- Attribution model selection

Key Social Reports:

- Social network referrals
- Social conversions
- Social assisted conversions
- Social value analysis
- User flow from social platforms

7.4 Third-Party Analytics Tools

Comprehensive Platform Tools:

- Hootsuite Analytics
- Sprout Social reporting
- Buffer Analytics
- Socialbakers insights

Specialized Analytics:

- Brand24 for mention tracking
- BuzzSumo for content analysis
- Keyhole for hashtag tracking
- Rival IQ for competitor analysis

7.5 Creating Actionable Reports

Report Structure:

- Executive summary
- Key performance highlights

- Platform-specific performance
- Campaign analysis
- Audience insights
- Competitive benchmarking
- Recommendations and next steps

Visualization Best Practices:

- Clear, easy-to-read charts
- Color-coded performance indicators
- Trend line analysis
- Comparison periods
- Context and commentary

7.6 Data-Driven Decision Making

Insight Generation Process:

- Data collection and validation
- Pattern identification
- Performance correlation analysis
- Hypothesis formation
- Recommendation development

Optimization Framework:

- Stop: What's not working and should be discontinued
- Start: New opportunities and tactics to implement
- Continue: Successful strategies to maintain and scale

Module 7 Practice Questions

1. Which metric best measures the effectiveness of brand awareness campaigns? a) Conversion rate
b) Cost per acquisition c) Reach and impressions d) Click-through rate

2. What does ROAS stand for? a) Return on Advertising Spend b) Rate of Audience Satisfaction c) Revenue over Ad Sales d) Reach of Advertising Strategy

3. Which Google Analytics report is most useful for social media marketers? a) Behavior Flow b) Social Network Referrals c) Site Content d) Mobile Overview

4. What should be included in the executive summary of a social media report? a) Detailed platform metrics b) Key performance highlights and recommendations c) Raw data tables d) Technical setup information

5. In the optimization framework, what does "Stop" refer to? a) Pausing all campaigns temporarily b) Discontinuing underperforming strategies c) Stopping competitor analysis d) Halting content creation

Answer Key: 1-c, 2-a, 3-b, 4-b, 5-b

Module 8: Community Management & Customer Service

Learning Objectives

By the end of this module, students will be able to:

- Distinguish between broadcasting and community building
- Implement engagement strategies that foster meaningful conversations
- Conduct effective social listening
- Manage negative feedback and crisis situations
- Use social media as an effective customer service channel

Key Topics

8.1 Broadcasting vs. Building Community

Broadcasting Characteristics:

- One-way communication
- Promotional content focus
- Limited audience interaction
- Scheduled posting without engagement
- Metric focus on reach and impressions

Community Building Characteristics:

- Two-way conversations
- Value-driven content sharing

- Active response to comments and messages
- User-generated content encouragement
- Relationship-focused metrics

Community Building Strategies:

- Ask engaging questions
- Share behind-the-scenes content
- Highlight community members
- Create interactive content (polls, quizzes)
- Respond promptly to interactions

8.2 Engagement Techniques and Conversation Starters

Engagement Tactics:

- Question-based posts
- Fill-in-the-blank content
- This-or-that comparisons
- Caption contests
- User polls and surveys
- Challenges and hashtag campaigns

Conversation Starters by Platform:

- **Facebook:** Discussion posts, event planning, group interactions
- **Instagram:** Story polls, question stickers, comment prompts
- **Twitter:** Trending topic participation, thread conversations
- **LinkedIn:** Industry insights, professional advice sharing
- **TikTok:** Challenge participation, duet responses

8.3 Social Listening Strategy

Social Listening Components:

- Brand mention monitoring
- Competitor tracking
- Industry keyword monitoring

- Sentiment analysis
- Trend identification

Listening Tools:

- **Free Tools:** Google Alerts, Mention, Social Mention
- **Paid Tools:** Hootsuite Insights, Sprout Social, Brandwatch
- **Platform Native:** Facebook Brand Collabs Manager, Twitter Advanced Search

Listening Implementation:

- Keyword and hashtag setup
- Monitoring frequency establishment
- Response protocol development
- Insight documentation process
- Team notification systems

8.4 Crisis Management and Negative Feedback

Crisis Response Framework:

- **Assess:** Evaluate the situation severity
- **Acknowledge:** Respond quickly and authentically
- **Act:** Take appropriate corrective action
- **Analyze:** Review and improve processes

Types of Negative Feedback:

- **Constructive Criticism:** Address publicly with solutions
- **Complaints:** Move to private messaging for resolution
- **Spam/Trolls:** Delete and block as appropriate
- **Crisis Situations:** Implement crisis communication plan

Response Best Practices:

- Respond within 1 hour during business hours
- Maintain professional tone
- Take conversations private when necessary
- Follow up on resolutions

- Learn from feedback

8.5 Customer Service Excellence

Social Customer Service Benefits:

- Public demonstration of customer care
- Faster response times than traditional channels
- Cost-effective support delivery
- Increased customer satisfaction
- Brand reputation enhancement

Customer Service Process:

- Initial acknowledgment (within 1 hour)
- Problem assessment and research
- Solution offering or escalation
- Follow-up confirmation
- Process documentation

Platform-Specific Considerations:

- **Facebook:** Use Messenger for detailed conversations
- **Twitter:** Use DMs for sensitive information
- **Instagram:** Direct responses or Story highlights for FAQs
- **LinkedIn:** Professional tone for B2B inquiries

8.6 Community Guidelines and Moderation

Community Guidelines Elements:

- Acceptable content standards
- Interaction expectations
- Prohibited behaviors
- Consequence framework
- Appeal process

Moderation Strategies:

- Proactive content monitoring

- Clear guideline communication
- Consistent enforcement
- Educational responses
- Community self-moderation encouragement

Module 8 Practice Questions

- 1. What is the key difference between broadcasting and community building?** a) Posting frequency
b) Content quality c) Two-way vs. one-way communication d) Platform selection
- 2. What should be the maximum response time for social media customer service during business hours?** a) 30 minutes b) 1 hour c) 4 hours d) 24 hours
- 3. Which type of negative feedback should typically be moved to private messaging?** a) Constructive criticism b) Customer complaints requiring personal information c) Spam comments d) Positive feedback
- 4. What is the first step in the crisis response framework?** a) Acknowledge the situation publicly b) Assess the situation severity c) Act to correct the problem d) Analyze the response effectiveness
- 5. Which tool is best for comprehensive social listening across multiple platforms?** a) Google Alerts
b) Platform native search c) Hootsuite Insights d) Manual monitoring

Answer Key: 1-c, 2-b, 3-b, 4-b, 5-c

Module 9: Influencer & Creator Marketing

Learning Objectives

By the end of this module, students will be able to:

- Develop compelling business cases for influencer marketing
- Identify and vet appropriate influencers for campaigns
- Negotiate contracts and manage collaborations
- Execute successful influencer campaigns
- Measure and optimize influencer marketing ROI

Key Topics

9.1 The Business Case for Influencer Marketing

Market Statistics and Growth:

- \$16.4 billion industry size (2022)
- 89% of marketers report positive ROI
- \$5.78 average return for every \$1 spent
- 67% of brands use influencer marketing

Influencer Marketing Benefits:

- Authentic content creation
- Targeted audience reach
- Cost-effective compared to traditional advertising
- Higher engagement rates
- Social proof and credibility
- Content variety and creativity

Integration with Overall Strategy:

- Brand awareness campaigns
- Product launch support
- Seasonal campaign amplification
- User-generated content generation
- Community building initiatives

9.2 Influencer Categories and Selection

Influencer Tiers by Follower Count:

- **Nano-influencers (1K-10K):** High engagement, niche audiences, authentic connections
- **Micro-influencers (10K-100K):** Specialized expertise, strong community ties, cost-effective
- **Macro-influencers (100K-1M):** Broader reach, professional content, established partnerships
- **Mega-influencers (1M+):** Maximum reach, celebrity status, premium pricing

Selection Criteria:

- Audience alignment with target demographics
- Engagement rate quality (2-6% is generally good)
- Content quality and brand fit

- Previous brand partnerships
- Authenticity and credibility
- Geographic location relevance

Vetting Process:

- Audience analysis (demographics, interests, engagement patterns)
- Content audit (quality, consistency, brand safety)
- Engagement authenticity check
- Previous campaign performance review
- Media kit and rate evaluation

9.3 Influencer Outreach and Negotiation

Outreach Strategy:

- Personalized initial contact
- Clear campaign brief presentation
- Value proposition communication
- Professional relationship building
- Follow-up protocol

Email Template Framework:

- Personal greeting and introduction
- Brand and campaign overview
- Specific collaboration proposal
- Compensation structure
- Next steps and timeline

Negotiation Elements:

- Content deliverables (posts, stories, videos)
- Usage rights and duration
- Exclusivity clauses
- Performance expectations
- Payment terms and schedule

- Creative guidelines and approval process

9.4 Campaign Management and Execution

Campaign Planning:

- Objective setting and KPI definition
- Content calendar development
- Creative brief creation
- Legal contract finalization
- Workflow and approval process setup

Content Guidelines:

- Brand messaging requirements
- Visual style preferences
- Hashtag and mention specifications
- FTC disclosure compliance
- Platform-specific adaptations

Campaign Monitoring:

- Content approval workflow
- Publishing schedule tracking
- Real-time performance monitoring
- Community management support
- Crisis management protocols

9.5 Legal and Compliance Considerations

FTC Guidelines:

- Clear and prominent disclosures
- Honest opinions requirement
- Material connection disclosure
- Platform-specific disclosure formats
- International compliance variations

Contract Elements:

- Scope of work definition
- Compensation structure
- Usage rights and licensing
- Performance metrics and expectations
- Termination clauses
- Confidentiality agreements

9.6 Performance Measurement and Optimization

Key Performance Indicators:

- Reach and impression metrics
- Engagement rates and quality
- Click-through rates to landing pages
- Conversion rates and sales attribution
- Brand sentiment analysis
- Content performance comparison

Attribution Methods:

- Unique promo codes
- Custom landing pages
- UTM parameter tracking
- Pixel-based conversion tracking
- Brand lift studies

Campaign Optimization:

- Performance data analysis
- Content format optimization
- Influencer performance ranking
- Budget allocation adjustments
- Strategy refinement for future campaigns

Module 9 Practice Questions

1. What is the typical engagement rate range considered good for influencers? a) 0.5-1% b) 2-6% c) 7-10% d) 11-15%

- 2. Which influencer tier typically offers the highest engagement rates?** a) Nano-influencers b) Micro-influencers c) Macro-influencers d) Mega-influencers
- 3. What is required by FTC guidelines for sponsored influencer content?** a) Using specific hashtags b) Clear and prominent disclosure of partnerships c) Posting at certain times d) Including brand logos
- 4. What is the average ROI reported for influencer marketing?** a) \$2.50 for every \$1 spent b) \$5.78 for every \$1 spent c) \$8.20 for every \$1 spent d) \$10.50 for every \$1 spent
- 5. Which method is most effective for tracking influencer campaign conversions?** a) Manual counting of engagements b) Unique promo codes c) General website traffic analysis d) Social media follower growth

Answer Key: 1-b, 2-a, 3-b, 4-b, 5-b

Module 10: Ethics, Trends, and Capstone Project

Learning Objectives

By the end of this module, students will be able to:

- Navigate ethical considerations in social media marketing
- Understand privacy laws and compliance requirements
- Identify and adapt to emerging trends and technologies
- Complete a comprehensive capstone project demonstrating mastery
- Prepare for certification examination

Key Topics

10.1 Social Media Ethics and Digital Wellbeing

Ethical Principles:

- Transparency in sponsored content
- Honest representation of products/services
- Respect for user privacy and data
- Inclusive and diverse representation
- Responsible content creation
- Authentic engagement practices

Digital Wellbeing Considerations:

- Screen time awareness
- Mental health impact of social media
- Cyberbullying prevention
- Misinformation combat
- Balanced content consumption promotion
- Platform addiction awareness

Brand Responsibility:

- Ethical advertising practices
- Sustainable business promotion
- Social cause alignment
- Community positive impact
- Employee digital wellness
- Customer data protection

10.2 Privacy Laws and Regulations**General Data Protection Regulation (GDPR):**

- Consent requirements for data collection
- Right to data portability
- Right to be forgotten
- Data processing transparency
- Breach notification requirements
- Penalties for non-compliance

California Consumer Privacy Act (CCPA):

- Consumer rights to know about data collection
- Right to delete personal information
- Right to opt-out of data sales
- Non-discrimination for exercising rights
- Business disclosure requirements

Platform-Specific Compliance:

- Facebook/Instagram data policies
- Cookie consent requirements
- Email marketing compliance (CAN-SPAM)
- International data transfer regulations
- Age verification requirements

10.3 Emerging Trends and Technologies

Artificial Intelligence in Social Media:

- AI-powered content creation
- Chatbots for customer service
- Predictive analytics
- Automated ad optimization
- Personalization engines
- Content moderation AI

Augmented Reality (AR) Features:

- Instagram and Snapchat filters
- Virtual try-on experiences
- AR advertising campaigns
- Branded AR experiences
- Location-based AR features

Web3 and Blockchain Technologies:

- NFT marketing opportunities
- Cryptocurrency integration
- Decentralized social platforms
- Blockchain verification
- Creator economy evolution

Social Commerce Evolution:

- In-app purchasing capabilities

- Live shopping features
- Social media storefronts
- Influencer-driven commerce
- User-generated commerce content

10.4 Future of Social Media Marketing

Platform Evolution Predictions:

- Video content dominance continuation
- Voice and audio content growth
- Private messaging importance
- Community-focused features
- Subscription model adoption
- Creator monetization expansion

Consumer Behavior Trends:

- Privacy consciousness increase
- Authentic content preference
- Social responsibility expectations
- Multi-platform content consumption
- Mobile-first expectations
- Personalized experience demands

10.5 Capstone Project Requirements

Project Scope: Students must create a comprehensive social media strategy for a real or fictional business, including:

1. Business Analysis and Audit

- Company overview and objectives
- Current social media presence audit
- Competitor analysis
- SWOT analysis

2. Strategy Development

- Target audience personas (3 detailed profiles)
- Platform selection and rationale
- Content strategy and pillars
- Brand voice and visual identity guidelines

3. Content Planning

- 30-day content calendar
- 15 sample social media posts across platforms
- 3 video content concepts with storyboards
- Hashtag strategy

4. Paid Advertising Plan

- Campaign objectives and structure
- Budget allocation recommendations
- Target audience specifications
- Ad creative concepts (5 variations)

5. Analytics and Measurement Framework

- KPI selection and tracking plan
- Reporting template design
- ROI calculation methodology
- Optimization recommendations

Project Deliverables:

- Written strategy document (25-30 pages)
- Visual presentation (15-20 slides)
- Sample content portfolio
- Campaign mockups and wireframes

Evaluation Criteria:

- Strategic thinking and business alignment (25%)
- Creativity and content quality (25%)
- Technical knowledge application (25%)

- Presentation and communication (25%)

10.6 Certification Exam Preparation

Exam Format:

- 100 questions
- 60-minute time limit
- Passing score: 75% (75 correct answers)
- Immediate results provided
- Certificate issued within 5 business days

Exam Content Distribution:

- Module 1-2: Strategy and Research (20 questions)
- Module 3-4: Platform Knowledge (25 questions)
- Module 5: Content Creation (15 questions)
- Module 6: Paid Advertising (20 questions)
- Module 7: Analytics and Reporting (10 questions)
- Module 8-9: Community and Influencer Marketing (10 questions)

Study Recommendations:

- Review all module practice questions
- Complete additional practice exams
- Create summary notes for each module
- Practice with real platform interfaces
- Study current platform updates and changes

Module 10 Practice Questions

1. What is the primary purpose of GDPR legislation? a) Increase social media advertising revenue b) Protect user privacy and data rights c) Standardize platform interfaces d) Regulate influencer marketing

2. Which emerging technology is most likely to transform social commerce? a) Blockchain verification b) Augmented Reality try-on experiences c) AI content creation d) Voice search optimization

3. What percentage is required to pass the certification exam? a) 70% b) 75% c) 80% d) 85%

4. Which component is NOT required in the capstone project? a) Business analysis and audit b) 30-day content calendar c) Personal social media accounts d) Analytics and measurement framework

5. What is the most important ethical principle in social media marketing? a) Maximizing engagement rates b) Transparency in sponsored content c) Using trending hashtags d) Posting frequently

Answer Key: 1-b, 2-b, 3-b, 4-c, 5-b

Final Certification Exam Guidelines

Exam Preparation Checklist

Technical Preparation:

- ☐ Stable internet connection verified
- ☐ Updated browser with pop-up blockers disabled
- ☐ Quiet, interruption-free environment arranged
- ☐ Valid identification ready
- ☐ Calculator permitted for use
- ☐ 60-minute time block scheduled without interruptions

Content Review:

- ☐ All module practice questions completed with 85%+ accuracy
- ☐ Platform-specific features and best practices memorized
- ☐ Current advertising options and targeting methods reviewed
- ☐ Analytics terminology and KPIs mastered
- ☐ Legal and ethical guidelines understood

Study Materials:

- Module summaries and key points
- Practice question explanations
- Platform help centers and official documentation
- Industry best practices guides
- Current trend reports and updates

Post-Certification Benefits

Professional Recognition:

- Ekasi Global Skills Validation certificate

- Digital badge for LinkedIn and professional profiles
- Continuing education credit eligibility
- Industry recognition and credibility
- Career advancement opportunities

Ongoing Support:

- Access to updated course materials for 1 year
- Monthly industry trend reports
- Exclusive webinars and masterclasses
- Alumni networking community
- Job placement assistance resources

Continuing Education Requirements

Annual Recertification:

- 20 hours of continuing education
 - Platform update training completion
 - Industry conference attendance or webinar participation
 - Peer knowledge sharing contributions
 - Updated portfolio submission
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Appendices

Appendix A: Recommended Tools and Resources

Content Creation Tools:

- Canva Pro (graphic design)
- Adobe Express (advanced design)
- CapCut (video editing)
- InShot (mobile video editing)
- Unsplash (stock photos)
- Pexels (stock videos)

Social Media Management:

- Hootsuite (scheduling and analytics)
- Buffer (content planning)
- Sprout Social (comprehensive management)
- Later (visual content calendar)
- Socialbakers (competitive intelligence)

Analytics and Reporting:

- Google Analytics (website traffic)
- Facebook Analytics (Meta platforms)
- Hootsuite Analytics (multi-platform)
- Sprout Social (detailed reporting)
- Brand24 (social listening)

Appendix B: Platform Best Practices Quick Reference

Optimal Posting Times (General Guidelines):

- Facebook: 1-3 PM weekdays
- Instagram: 11 AM-1 PM weekdays
- Twitter: 8-9 AM and 7-9 PM
- LinkedIn: 7:45-8:45 AM, 5-6 PM weekdays
- TikTok: 6-10 PM
- YouTube: 2-4 PM weekdays

Character Limits:

- Twitter: 280 characters
- Facebook: 63,206 characters (optimal: 40-80)
- Instagram: 2,200 characters (optimal: 138-150)
- LinkedIn: 700 characters (optimal: 25 words)
- TikTok: 150 characters

Appendix C: Crisis Management Response Templates

Initial Acknowledgment Template: "Hi [Name], thank you for bringing this to our attention. We take all feedback seriously and want to make this right. Please send us a direct message so we can discuss this further and find a resolution."

Escalation Response: "We understand your frustration and want to resolve this quickly. We're escalating your concern to our [relevant department] team, and you can expect to hear from us within [timeframe] with an update."

Appendix D: Legal Compliance Checklist

FTC Disclosure Requirements:

- ☐ Clear and prominent disclosure placement
- ☐ Disclosure appears before "more" button on platforms
- ☐ Appropriate disclosure language used (#ad, #sponsored, #partnership)
- ☐ Video content includes verbal disclosure
- ☐ Platform-specific disclosure requirements met

GDPR Compliance:

- ☐ Clear consent obtained for data collection
 - ☐ Privacy policy easily accessible
 - ☐ Data processing purposes explained
 - ☐ User rights to data clearly communicated
 - ☐ Breach response procedures established
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Certificate Information

Ekasi Certified Social Media Marketing Specialist

This certification validates that the holder has demonstrated comprehensive knowledge and practical skills in:

- Strategic social media marketing planning
- Multi-platform content creation and optimization
- Paid social media advertising management
- Community building and customer service excellence
- Performance measurement and data analysis
- Influencer marketing coordination
- Ethical marketing practices and legal compliance
- Emerging trend identification and adaptation

Certification Valid: 2 years from issue date **Recertification Required:** Every 24 months **Credential ID**

Format: ESMMS-[Year]-[Number]

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This study guide represents current best practices and platform features as of 2025. Social media platforms frequently update their features and algorithms. Students are encouraged to stay current with platform changes and industry developments.

Study Guide Version: 2.1 (Updated August 2025) **Total Study Hours:** 120-150 hours recommended

Prerequisites: Basic computer literacy and social media familiarity **Language:** English **Format:** Self-paced with instructor support available