

# International Skills Academy

## Social Media Design & Marketing Pro in 2 Weeks

### Week 1: Social Media Design (Photoshop & Canva)

#### Day 1: Introduction to Social Media Design & Branding

- Understanding Social Media Platforms & Content Needs
- Basics of Branding & Visual Identity
- Overview of Photoshop & Canva
- Setting Up Accounts & Workspaces

#### Day 2: Photoshop Basics & Social Media Post Design

- Understanding Layers, Tools & Workspaces
- Designing Instagram & Facebook Posts
- Using Smart Objects, Masks & Effects
- Exporting High-Quality Social Media Graphics

#### Day 3: Canva for Quick & Effective Designs

- Exploring Canva's Interface & Features
- Templates vs. Custom Designs
- Designing Social Media Banners, Stories & Ads
- Canva Pro Features & Collaboration

#### Day 4: Advanced Photoshop for Social Media

- Creating Engaging Thumbnails & Carousel Posts
- Color Theory & Typography for Social Media
- Using Mockups & 3D Elements
- GIF & Motion Graphics Basics

#### Day 5: Social Media Ads & Branding Kit Creation

- Designing High-Performing Ad Creatives
- Creating a Brand Kit in Canva & Photoshop
- Optimizing Images for Different Social Platforms
- Practical Design Task & Review

## **Week 2: Social Media Marketing (Meta & TikTok)**

### **Day 6: Introduction to Social Media Marketing & Meta Business Suite**

- Understanding Social Media Algorithms
- Meta (Facebook & Instagram) Marketing Basics
- Setting Up & Optimizing Meta Business Suite
- Insights & Analytics Overview

### **Day 7: Meta Ad Strategies & Campaign Creation**

- Facebook & Instagram Ad Formats
- Audience Targeting & Ad Budgeting
- Creating & Running Ad Campaigns
- Retargeting & Lookalike Audiences

### **Day 8: TikTok Marketing Fundamentals**

- Understanding TikTok Algorithm & Trends
- Content Strategy for TikTok Growth
- Setting Up a Professional TikTok Account
- Best Practices for Viral Content

### **Day 9: TikTok UK Account Handling & Marketing**

- Differences in UK Market & Audience
- Monetization Strategies & TikTok Shop
- Influencer Collaborations & Paid Promotions
- TikTok Ads Manager & Running Ad Campaigns

### **Day 10: Final Project & Strategy Execution**

- Creating a Social Media Campaign (Design + Marketing)
- Running a Test Ad & Reviewing Insights
- Q&A + Industry Tips for Freelancing & Business Growth
- Certification & Course Wrap-Up