



# NZIE

**7 WEEK  
ONLINE**  
course


## CERTIFICATE IN SOCIAL MEDIA MARKETING STRATEGY

(MICRO-CREDENTIAL)



**Practical • Industry-Endorsed • Short Course**

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Hello, we are:  
Your industry-focused

# ONLINE DIGITAL MARKETING SCHOOL



OUR DIGITAL  
WORLD IS  
CONSTANTLY  
EVOLVING



## Let us help you stay up-to-date and relevant in the online space

The Digital Marketing industry is buzzing with a realm of exciting possibilities.

Within that comes opportunities to adapt and innovate.

As a result, modern professionals and business owners are expected to understand how all the social media platforms work in order to develop a clear strategy to improve their marketing game.

## Enter NZIE's NZQA-approved Micro-Credential Social Media Marketing Strategy course

Our course curriculum addresses this exact skill gap. Taught and delivered by an NZIE tutor-led expert 100% online.

We are so excited to be leading the way for upskilling professionals, marketers, freelancers and business owners.

**If you take the leap, we'll give you the practical skills you need to hit the ground running.**

**WHY DO  
YOU NEED**

# **SOCIAL MEDIA SKILLS?**



## **SOCIAL MEDIA IS AN EFFECTIVE BUSINESS GROWTH TOOL**

**Upskilling in social media strategy will help you build an engaged online business presence to boost visibility**

### **ACHIEVE SOCIAL MEDIA SUCCESS**

With many different social media platforms constantly popping up, it has become increasingly difficult to keep up with them all. Each platform attracts its own demographic audience & serves in different ways.

Which is exactly why you need to be strategic about your time invested into certain platforms. Following a social media strategy plan can boost your results when done correctly.

### **STRATEGIC & TARGETED**

With a strategy in place you are able to be targeted and intentional with your online marketing. Gain a clear understanding of which platforms you and your business will benefit from the most, how to cater to the best practices on social and how to implement strategies that meet your overarching brand goals.

# BUILD A STRATEGIC SOCIAL PRESENCE

A FEW DIRECT TAKEAWAYS OF WHAT IS POSSIBLE



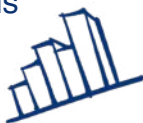
## BOOST BRAND AWARENESS

Social media is a great way to build brand awareness, showcase your business and educate your audience. Furthermore social media users can connect and converse with you on a platform they hang out on often making it a great place for networking.



## INCREASE WEBSITE TRAFFIC

Sharing your own website content on social media in a strategic and engaging way is a good start for acquiring web traffic. Additionally you need to have a point and purpose for your social media marketing efforts. If you're trying to gain more clients write blogs that answer their pain points then share to social media. As a result if they like what they read on social media then they will click through to your website. If you have an optimised website chances of capturing leads to convert to clients will be high.



## IMPROVE ONLINE REPUTATION

Show a humanised approach with your social media marketing. As a result you can improve the way an audience typically views your brand. For example infuse your brand personality into your social media posts, or showcase the character and culture of your business. By doing so you can change the perception of your brand and boost your online reputation.



## INCREASE REPEAT CUSTOMERS

There is potential for repeat business by connecting and engaging with current or past customers online. You can nurture these customers with engaging content to remain top of mind with them. By showing up and hanging out where they hang out online, you can be their instant go-to.



# STRATEGY SUCCESS:



*I finished the course in December and got [my contractor] to stop doing the ads for me. In January, I took over managing my ads on Meta. And I've had an impressive return on assets/investment since then.*

*I loved how I could fit it into my busy schedule. Aside from running the business, I've got a family and household to manage. Being able to study in the evenings gave me time to manage my business and family commitments.*



[Read Alexandra's Full Success Story](#)

**Alexandra "Sandy"  
Marie Van Lieshout**  
Business Owner

# WHO SHOULD STUDY THIS SOCIAL MEDIA STRATEGY MICRO-CREDENTIAL?



**You may be a perfect fit for studying the social media strategy short course if you resonate with any of the below categories. Other categories welcome too.**

## **MARKETING MANAGERS**

You're in the marketing team and want to upskill in social media by gaining formal training from a practical & applied based strategy short course.

## **SOCIAL MEDIA OBSESSED**

You like to hang out on social media and want to get a job related to it or make a career from it! Learn about influencer marketing and social selling.

## **SME/ECOM BUSINESS OWNER**

You run your own business or have an ecommerce store. You'd like to learn how to create a successful social media strategy that generates results and drives sales & inquiries.

## **CONTENT MARKETER**

You are a copy writer, blogger or content marketer who wants to combine social media marketing into your role to complement current skill set.

## **VIRTUAL ASSISTANT**

You are passionate about professional development, and want to boost your skills in social media strategy to implement in both yours and your clients businesses.

## **FRESHLY GRADUATED**

You like to hang out on social media and want to get a job related to it or make a career from it! Learn about the tech side of social media marketing.

IN 7 WEEKS DEVELOP AN INSTANTLY IMPLEMENTABLE

# SOCIAL MEDIA STRATEGY

Implement your strategy with expert guidance, whilst learning with NZIE!



## Week 1: Introduction to Social

Begin the course by exploring each platform individually. Find out what makes each platform unique, what industries thrive where, and the pros and cons of the platforms. What makes people tick on TikTok, what are people searching for on Pinterest, and why do people flock to Instagram?



## Week 2: Researching Your Audience

Build your own Buyer Persona. Find out why developing your audience is essential, and how it can help support your social media strategy. Understand your position in the market as we work on a strategy to analyse your competitors.



## Week 3: Introduction to Content

Content is huge, so this week we start by looking at the different content types popular across each social media platform. What does it take to go viral on TikTok, gain followers on Instagram, and champion your brand on Facebook? We also look at content auditing, what it is, and why it's so important.



## Week 4: Organic Content

We split up the main elements of organic content in Week 4. Starting by looking at blogs, and how they can be created effectively to support your social media content offering. Next, we start the process of developing content with specific goals in mind. From Content Pillars to Content Streams, we look at how you can quickly develop a month's worth of content.



## Week 5: Paid Ad Design

This week we start our investigation into the paid ads world. Starting by looking at the buyer's funnel, and selecting the right goal for the right campaign, we move on to break down all of the ad formats available to us across half a dozen social media platforms. What's the difference between a Carousel Ad on Facebook, Lead Gen Ads on LinkedIn, and Premier Spotlight Ads on Pinterest?



## Week 6: Ads Managers

Our sixth session will be made up for an extended live demonstration. We will go through each step of creating your campaign, developing ad sets, and designing ads within Meta Business Suite. We'll discuss Advantage Targeting, Dynamic Creative, and A/B Testing. We will also look at TikTok Ads Manager, exploring their new and innovative ad tools, and compare the differences from Meta to TikTok.



## Week 7: Metrics and Analytics

Finally, we wrap up the course by learning about the importance of analysing and measuring the results of your campaigns. We set performance milestones and understand how to track our successes against our marketing objectives. With each campaign, you will be able to dissect the data which leads to improvements for your campaigns moving forward.



# 100% ONLINE VIRTUAL CAMPUS

**FACILITATED  
THROUGH DIGITAL TOOLS**



## HOW DOES REMOTE LEARNING WORK?

**Duration:** 7 weeks

**Delivery Mode:** 100% online

**Time Commitment:**

**10 hours per week**

(4 hours directed learning with 6 hour self-directed).

## Learning Expectations:

You'll be required to attend the live classes through our online learning system, where you'll need solid internet connection to access. We'll release the pre-class work for you to complete. This is to be completed before the next class on the following week. For the first week, you'll gain access after the first live lecture. This includes quizzes and activities that you'll need to complete to help build your strategy over the 7 weeks. 6 hours self-directed learning can be done in your own time and will include working on your strategy (which doubles as your assessment submission to complete the course, completing readings and preparing for the live classes).

## WHAT YOU NEED:



- Laptop or desk computer (PC or Apple)
- Good Internet connection
- Word processing and presentation programmes like Microsoft
- Social media accounts for at least Facebook, Instagram, Pinterest
- Access to a business (real or virtual) to which to apply learnings, strategies and interventions.

To gain entry into our Micro-Credential Programmes, students must meet the General Entry requirements and the English language requirements.

## GENERAL ENTRY REQUIREMENTS:

Be employed or seeking employment in a small to medium businesses or organisation.

## ENGLISH LANGUAGE ENTRY REQUIREMENTS

You will need to meet at least one of the three options below.

### OPTION 1.

Successfully completed 3 years secondary education in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

### OPTION 2.

Successfully attained an IELTS score of 5.5 with no band below 5 **OR** an equivalent test.

### OPTION 3.

Successfully completed an NZQA level 3 study, or equivalent, in any subject in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

# CODE OF PRACTICE FOR DOMESTICS STUDENTS

## PASTORAL CARE OF DOMESTIC TERTIARY STUDENTS

### Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021.

NZIE has agreed to observe and be bound by the Code published by the New Zealand Qualifications Authority.

Copies of the Code are available on request from NZIE or from the New Zealand Legislation website at: <https://www2.nzqa.govt.nz/tertiary/the-code/>



NEW ZEALAND **QUALIFICATIONS** AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

This Micro-credential is NZQA approved so after successful completion, we'll update your Record of Learning with NZQA. NZIE is a Category 1 provider.

This means that the New Zealand Qualification Authority (NZQA) is confident in the educational performance and capability in NZIE's self-assessment.

# ARE YOU READY TO ENROL?

Get in touch with Phil, our Recruitment Advisor

Chat through any burning questions you may have and see if we're a right fit for your future career and digital marketing goals.

[Book Video Call](#)

