



**STORYCAT**  
ACADEMY



# MASTER PROGRAM IN SOCIAL MEDIA MARKETING + AI PROGRAM

2 Months Program with

1 Month Agency Internship

100% Placement Assistance



# BE A STRATEGIC PERFORMANCE MARKETER IN SOCIAL MEDIA WITH STORYCAT

Are you ready to become an expert in social media marketing and Meta ads? **The Master Program in Social Media Marketing (MPSMM)** by Storycat Creative Pvt Ltd is your gateway to mastering strategic performance marketing. Over three months, we offer an intensive, practical-oriented course that equips you with the skills needed to succeed in the fast-paced digital marketing industry.

With one month of hands-on agency internship and advanced training in Meta ads optimization, our course is designed to transform your knowledge into actionable expertise. Dive deep into the world of strategic marketing and emerge as a specialist with proven skills to drive measurable results.



# WHY CHOOSE THIS COURSE?

## Focused Learning

Unlike traditional digital marketing courses that spread across SEO, website development, and other areas, MPSMM focuses solely on **social media marketing and Meta ads**. Perfect for aspiring managers who aim to specialize in this high-demand field.

## Strategic Performance Marketing

Learn how to create, analyze, and optimize Meta ad campaigns that drive real business outcomes. Our program emphasizes strategic changes and performance optimization to ensure maximum ROI.

## Practical Agency Exposure

Train inside Storycat Creative Pvt Ltd's bustling digital marketing agency. Work alongside experienced professionals and gain real-world experience by interacting with teams handling live campaigns.

## Ad Budget for Hands-On Practice

We invest in your learning by providing a dedicated ad budget. Run live campaigns, assess results, and refine strategies to achieve measurable results, just like a professional.

## Proven Industry Expertise

Learn from seasoned professionals who have managed profitable campaigns for clients across diverse industries. Our results-driven approach sets us apart as leaders in digital marketing.

# STORYCAT CREATIVE PVT LTD: THE LEADER IN DIGITAL MARKETING

At Storycat Creative Pvt Ltd, we've built a reputation as one of the leading digital marketing agencies, delivering measurable results for clients in a variety of industries. With years of experience and a proven track record, we specialize in crafting high-performing campaigns that drive profits.

Our expertise in social media marketing and Meta ads has set us apart as a trusted partner for businesses looking to scale their online presence. With MPSMM, we aim to share this expertise with aspiring marketers, empowering them to achieve excellence in the field of social media marketing.



# WHO CAN APPLY



- Aspiring digital marketing managers.
- Social media enthusiasts ready to specialize in Meta ads.
- Professionals seeking advanced expertise in social media marketing.

Gain the competitive edge you need to excel in social media marketing. Enroll now and take the first step toward becoming a specialist in strategic performance marketing.



# COURSE DETAILS

## STRATEGIC PERFORMANCE MARKETING

**Course Name**

**Master Program in Social  
Media Marketing (MPSMM)  
+AI Program**

**Duration**

**3 Months**

**(2 months of practical + 1 month of agency internship)**

# MONTH 1

## COURSE MODULES

### **MODULE 1 : INTRODUCTION TO MARKETING AND SOCIAL MEDIA PLATFORMS**

- Ice-breaking session: What is Digital marketing?
- Basics of Marketing & Understanding Social Media
- Organic vs. Paid, Digital Goals, Introduction to Worksheet
- Branding Using AI: Create Your Brand
- Introduction to ChatGPT, Generative AI & Prompting, Chrome Extensions & Stock Footages

### **MODULE 2 : INTRODUCTION TO FACEBOOK & INSTAGRAM**

- Facebook & Instagram Profile Optimization
- Understanding Social Media Algorithms
- Types of Content, Understanding Hashtags
- Creating Posts Using AI: Captions and Call to Action
- Personal Branding on Instagram, Chatbot Creation & Instagram Automation
- Post Scheduling and Management, Social Media Landing Page

### **MODULE 3 : INTRODUCTION TO YOUTUBE**

- Introduction to YouTube
- YouTube SEO
- Thumbnail Creation
- YouTube Analytics

### **MODULE 4 : INTRODUCTION TO LINKEDIN**

- LinkedIn Introduction
- LinkedIn Profile Optimization



- Secret Tools for LinkedIn
- Ethical practices in digital marketing (data privacy, copyright laws, and transparent advertising)
- Social Media Crisis Management

## **MODULE 5 : AI DESIGN AND COPY TOOLS**

- Introduction to Copywriting
- Copywriting Frameworks
- Tools for Copywriting
- Copyediting and Proofreading
- Canva & AI Designing
- Canva Brandkit
- Bulk Creation

# **MONTH 2**

## **COURSE MODULES**

## **MODULE 6 : INTRODUCTION TO META ADS**

- Understanding Meta Business Suite, Facebook Page, and Business Manager
- Introduction to Ads Manager & Objectives
- Understanding Metrics
- Understanding Campaign, Adset, and Ad Audience Segmentation

## **MODULE 7 : THE ULTIMATE GUIDE TO EFFECTIVE CAMPAIGNS**

- Budget CBO & ABO, Ad Placement
- Introduction to Digital Marketing Funnel
- Buyer Persona Development & Customer Avatar
- AI Prompts & Meta Ad Copy Overview
- Competitor Analysis & Full Tools Overview

## **MODULE 8 : DEEP DIVE INTO FACEBOOK ADS AND INSTAGRAM ADS**

- A/B Testing Ads in Meta
- Retargeting Campaigns with Meta Pixel
- Creating Custom Audiences from Pixel

## **MODULE 9 : ADVANCED SOCIAL MEDIA ADVERTISING AND REPORTING**

- Understanding Ad Placements for Maximum ROI
- Lead Magnet Creation
- Discussing Case Studies
- Paid vs. Organic Social Media Strategies
- Measuring Campaign Performance & Ad Reporting

# **MONTH 3**

## **INTERNSHIP**

- Agency System Familiarization
- Budget portfolio
- Live Ads Execution, Management & Monitoring
- Soft Skill Development
- Client Dealing
- Mock Interview

# **CERTIFICATION EXAM**



**STORYCAT**  
ACADEMY

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curious about your brand story



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