



**Certificate in Social
Media Marketing**
Course Guide



Certificate in Social Media Marketing

Build and connect your business to your audience online

Learn how to set up your business for success on social media. Build your knowledge from the ground up in social media marketing, learn how to use the right tools to find and connect with new markets so that your business can maximise its potential.

This online certificate is made up of 10 in-depth lessons which will teach you everything you need to know about establishing and growing your business through social media marketing.

Graduates of this course will be fully equipped to commence a career in social media marketing or run their own social media strategy and digital marketing for their own business

Perfect for people running a business and want to start marketing online and students looking to start building their business.



About us

We started Bela Beauty College to empower people to change their lives. Whether you're looking for a new career in the beauty industry, want to start your own business from home, or grow your existing salon, we can help.

We're so proud to help people transform their lives. For us, there's nothing more amazing than supporting and guiding people to change professions, build new skills, and grow successful, thriving businesses.

We believe everyone can achieve their dream lifestyle and we're here to help you make it happen.

Our Careers Consultants

Our career consultants are industry leading experts and your own personal cheer squad rolled into one. They will support and guide you with their caring, practical advice as you reach for your goals.

We understand how challenging it can be to make huge changes in your life. Returning to study after a big break, juggling family commitments and starting a business can be stressful – but we'll be there for you every step of the way.

We established Bela Beauty College to give people the confidence to chase their dreams, achieve financial freedom and live their best lives.

Recognition



All Bela Beauty College courses come with a certificate of attainment upon completion.

We are members of the International Approval and Registration Centre (IARC), a non-profit association providing a quality control system for education programs and courses in international education.



Certificate in Social Media Marketing

Learn the skills you need to build your brand and leave your mark in the industry. This certificate will teach you everything you need to get your social media marketing started. Understand the basics of setting up social media business accounts, figure out the right strategies that work for your business and create, track and measure the reach of your advertising campaigns and effectiveness.

This course is also a perfect companion course for our beauty students who are starting a business and want to use their client work as marketing on social media.

Who is the course for?

This course is perfect for anyone with no previous experience and is looking to grow their own business through social media marketing or work as a social media manager. It is an ideal course for people wanting a career in the beauty industry, looking to start a beauty business from home or increasing their chance to get a job in a beauty salon.

 10 lessons

Add-on courses

We can bundle a selection of relevant courses to enhance your learning experience and maximise your career prospects.

Courses to bundle with the Certificate in Social Media Marketing:

- Classic Lashes
- Russian Volume Lashes
- Mega Volume Lashes
- Lash Lift and Tint
- Brow Wax and Tint
- Spray Tanning
- Nails
- Professional Photography



**Learn beauty skills,
business skills and join
our super supportive
community.**

A well rounded learning experience

We've developed this course to encourage development of business skills, mastering industry practices, growing contacts within the industry and creating new opportunities to help you succeed and stand out as a beauty technician and business owner.

You'll also be supported by an expert mentor assigned to you upon enrollment. They will help guide you at every step of the way with feedback, advice and scheduled follow up.

A well rounded learning experience

Each of your courses involve a mixture of both written and practical assessments. Your tutors will provide feedback and issue your Certificate upon completion.

Career prospects

This course opens up opportunities in the beauty industry. With no prerequisites to begin studying this certificate, our graduates have become employed in leading beauty salons with many starting out their own successful beauty enterprises.



Facebook

- 1 Getting to know Facebook
- 2 Setting up your Facebook Page
- 3 Growing your Facebook Page
- 4 Ad budgets and measuring Facebook ads

Instagram

- 1 Introduction to Instagram
- 2 Tips and tricks to develop compelling content
- 3 Growth Strategy
- 4 Group behaviour
- 5 Ads for lead generation
- 6 Ads made simple

BONUS

Bundle with our Professional Photography Certificate and boost your business



Course overview



Course duration

This course is made up 10 lessons with no deadlines or time frames. Study at your own pace and convenience



Certification

A Certificate of Attainment will be issued upon completion of your course.



24/7 Access

Online 24/7 access to your course allowing you to fit your study in with your schedule.



Supporting you in your studies

With our courses you are not on your own. Bela Beauty College provides the highest level of support possible.

Bela Beauty College benefits

- Study from anywhere, anytime
- No experience required
- No set deadlines
- 2 years course access, option to extend upon request

Flexible payment options

This course can be paid off through small weekly payments on our interest free payment plan.

The overall price may vary depending on the options you select. We also offer a discount for upfront payments.

Our experienced Careers Advisors can provide you with information on our wide range of courses.

Call our Career Advisors for payment options on

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