INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER SOCIAL MEDIA MARKETING
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Social Media Marketing Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ | Trustpilot ★★★★★ | Sulekha ★★★★★

COURSE BENEFITS

- ✓ 100% Practical & Real-Time Hands-on Labs
- ✓ End-to-End Capstone Implementation Projects
- ✓ Industry Recognized Certification Preparation
- ✓ 100% Dedicated Placement Support in MNC's & Mock Interviews

15+	500+	25K	15K
YEARS OF EXCELLENCE	HIRING PARTNERS	STUDENTS TRAINED	STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

YOUR FUTURE
STARTS HERE !

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ARE YOU FACING THESE CHALLENGES ?

TOO MUCH THEORY
NO PROJECTS
SKILL GAP
NO GUIDANCE

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?

How Inventateq Helps You

Waiting Ends. Careers Begin.
Build job-ready skills. Start applying with confidence.

Turns Gaps into Comebacks
Close skill gaps. Rebuild your career

Break Free. Move Forward
Learn in-demand skills. Take your next career step.

Doubt Out. Confidence In.
Practice real skills. Walk into interviews prepared.

Turn Rejections into Chances
Turn every setback into skills employers value.

Be Smart Learn AI
Learn AI tools. Work smarter. Stay updated

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ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission
To deliver high-quality education, practical slots and career opportunities that empower individuals to achieve their dreams

Our Vision
To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+	500+	25,000+	15,000+
Years of Excellence	Hiring Partners	Students Trained	Students Placed

We Collaborate With

Deloitte. | Capgemini | amazon | HCL | Tech Mahindra

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WHY LEARN SOCIAL MEDIA MARKETING ?

Enterprises worldwide are actively hiring certified Social Media Marketing professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF SOCIAL MEDIA MARKETING

Exponential Industry Demand
Rapid enterprise adoption across global IT firms, MNCs, and technology centers

Premium Salary Compensation
Command competitive compensation packages with rapid growth milestones

Cross-Industry Opportunities
Versatile skill set applicable across technology, consulting, finance, and core sectors

Future-Proof Career Growth
Long-term job security supported by ongoing digital modernization and tooling investment

Global Certification Pathways
Direct alignment with recognized industry certifications to validate your competence

Worldwide Job Prospects
Open doors to roles in major Indian tech hubs as well as international remote positions

INDUSTRY-RECOGNIZED CERTIFICATION

INVENTATEQ
CERTIFICATE
OF ACHIEVEMENT
This Certificate is proudly presented to
Gaurang Ahinave
has successfully completed the Python Course and demonstrated outstanding performance, achieving an A Grade.
This certificate recognizes the successful completion of the program requirements during the period from August 01, 2026 - August 18, 2026
scan to verify
ISO
SIGNATURE

QR Verified | Globally Valid | ISO 9001:2015

Direct Business Impact. Fast-Growing Industry Demand. High Career Mobility.

Average Social Media Marketing Specialist Salary in India

₹5.5 LPA – ₹18 LPA

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WHY INVENTATEQ ?

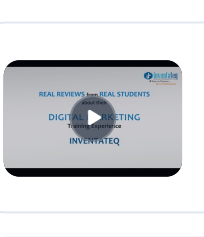
Because we have placed over 15,000+ students and we can place you as well

STUDENT PLACEMENTS

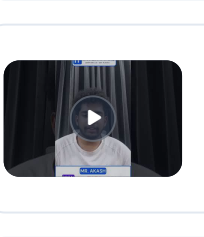
- ✓ 100% Placement Assurance Support
- ✓ 500+ Top Tech Hiring Partners
- ✓ Resume & LinkedIn Optimization
- ✓ Industry Mock Technical Interviews
- ✓ Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

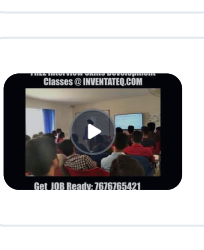
Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
Watch Video



Practical Training Success
Digital Marketing Course in Bangalore, Guaran...
Industry Tech Career
Watch Video



Placement Story
One Instagram post changed more than a clothi...
Campus to MNC Offer
Watch Video



Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
Watch Video

> **At Inventateq, Your Success is Our Mission !**

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GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- ✓ Aptitude Training
- ✓ Technical Training
- ✓ Mock Interviews
- ✓ HR Interview Preparation
- ✓ Resume Preparation
- ✓ Cover Letter Preparation
- ✓ LinkedIn Profile Optimisation
- ✓ Job Portal Access
- ✓ Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA | Infosys | wipro
Capgemini | Tech Mahindra | LARSEN & TOUBRO
HCL TECH | accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+	500+	95%	6 LPA
Students Placed	Companies Hired	Placement Ratio	Average Package

Check Most Recent Placements

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CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Social Media Executive	Manage core Social Media tasks, configure tooling, and support delivery.	Practical Social Media setup files, exercise scripts, and documentation.
Social Media Specialist	Build practical Content Creation workflows, implement features, and resolve issues.	Functional Content Creation modules, workflow configs, and practical deliverables.
Senior Social Media Strategist	Lead Social Media technical delivery, design solutions, and set standards.	Complete Social Media capstone artifacts, technical blueprints, and reports.

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SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental Social Media concepts, environment setup, and tools.	Configured Social Media workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical Content Creation workflows and functional domain modules.	Working Content Creation project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced Paid Social features, integrations, and optimizations.	Validated Paid Social configurations and technical review outputs.
Milestone 4 (Production Capstone)	Deliver an end-to-end Social Media capstone project and technical review.	Complete Social Media project portfolio artifact and defense.

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DETAILED MODULE PLAN

10 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Introduction to Social Media Marketing

- Fundamentals of Social Media Marketing
- Benefits of Social Media for Businesses
- Understanding Target Audience
- Creating a Social Media Strategy

GUIDED LAB
Log in to the system, practice basic navigation, and complete your first Social Media Marketing exercise.

INTERVIEW & ASSESSMENT
Explain what Social Media Marketing is used for and why companies choose it in simple words.

2 Module 2: Social Media Platforms

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- X (Twitter) Marketing
- YouTube Marketing
- Pinterest & Threads Overview

GUIDED LAB
Draft a week of engaging social media posts with visuals tailored to your target audience.

INTERVIEW & ASSESSMENT
Explain how you build trust and gain real followers on social media platforms.

3 Module 3: Content Creation & Branding

- Content Planning and Strategy
- Designing Engaging Social Media Posts
- Copywriting for Social Media
- Brand Voice and Storytelling
- Creating a Content Calendar

GUIDED LAB
Draft a week of engaging social media posts with visuals tailored to your target audience.

INTERVIEW & ASSESSMENT
Explain how you build trust and gain real followers on social media platforms.

4 Module 4: Graphic & Video Content

- Basics of Canva
- Image and Video Editing
- Reels, Shorts & Stories Creation
- AI Tools for Content Creation

GUIDED LAB
Draft a week of engaging social media posts with visuals tailored to your target audience.

INTERVIEW & ASSESSMENT
Explain how you build trust and gain real followers on social media platforms.

5 Module 5: Organic Social Media Growth

- Audience Engagement Techniques
- Community Management
- Hashtag Research
- Increasing Reach and Followers
- Influencer Collaboration Basics

GUIDED LAB
Draft a week of engaging social media posts with visuals tailored to your target audience.

INTERVIEW & ASSESSMENT
Explain how you build trust and gain real followers on social media platforms.

6 Module 6: Paid Social Media Advertising

- Facebook & Instagram Ads
- LinkedIn Ads
- Campaign Objectives and Targeting
- Budget Planning
- Ad Creative Best Practices
- Lead Generation Campaigns

GUIDED LAB
Create a sample search ad campaign with budget limits, keywords, and call-to-actions.

INTERVIEW & ASSESSMENT
Explain how paid search advertising works and how to avoid wasting ad budget.

7 Module 7: Analytics & Performance Tracking

- Meta Business Suite
- Social Media Insights
- Google Analytics for Social Media
- KPI Measurement
- Campaign Performance Optimization

GUIDED LAB
Find high-opportunity keywords for a local business and write optimized page titles.

INTERVIEW & ASSESSMENT
Explain how search engines decide which website appears at the top of results.

8 Module 8: Social Media Tools

- Meta Business Suite
- Canva
- Buffer
- Hootsuite
- Later
- ChatGPT & AI Marketing Tools

GUIDED LAB
Find high-opportunity keywords for a local business and write optimized page titles.

INTERVIEW & ASSESSMENT
Explain how search engines decide which website appears at the top of results.

9 Module 9: Reputation & Community Management

- Online Reputation Management
- Handling Customer Queries
- Crisis Management
- Social Media Policies & Ethics

GUIDED LAB
Draft a week of engaging social media posts with visuals tailored to your target audience.

INTERVIEW & ASSESSMENT
Explain how you build trust and gain real followers on social media platforms.

10 Module 10: Career & Business Applications

- Freelancing Opportunities
- Building a Social Media Portfolio
- Client Acquisition Basics
- Case Studies & Live Projects
- Interview Preparation
- Course Outcomes
- Upon successful completion of this course, learners will be able to:
- Develop and execute effective social media marketing strategies.

GUIDED LAB
Draft a week of engaging social media posts with visuals tailored to your target audience.

INTERVIEW & ASSESSMENT
Explain how you build trust and gain real followers on social media platforms.

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THREE PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: Freelancing Opportunities

What it is: Set up the core Social Media Marketing environment and configure essential business settings.

What you do: Initialize base configurations, create clean templates, and verify workflow controls.

Tools used: Social Media Marketing, Benefits Social Media

Project outcome: Working project foundation configured and tested according to best practices.

Project 2: Building a Social Media Portfolio

What it is: Build practical Content Creation Branding modules to handle everyday business operations.

What you do: Create core functional components, validate input data, and prevent common errors.

Tools used: Social Media Marketing, Content Creation Branding

Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: Case Studies & Live Projects

What it is: Connect Organic Social Media with Audience Engagement Techniques to automate data and team workflows.

What you do: Set up automated pipelines, link required services, and run end-to-end tests.

Tools used: Social Media Marketing, Organic Social Media

Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: Course Outcomes

What it is: Optimize Analytics Performance Tracking workflows for security, speed, and reliability.

What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.

Tools used: Social Media Marketing, Analytics Performance Tracking, Meta Business Suite

Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Social Media Marketing End-to-End Capstone

What it is: Build a complete, production-ready Social Media Marketing project bringing all skills together.

What you do: Design, code, test, and document a full project workflow from scratch to launch.

Tools used: Social Media Marketing, Reputation Community Management

Project outcome: Verified capstone project ready to showcase on your resume and interview calls.

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ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core Social Media principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on Content Creation implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate Paid Social techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-end Social Media implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

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RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

- Live Social Media portfolio featuring SEO audit decks, keyword plans, and ad metrics.
- Detailed Social Media diagrams, component specifications, and end-to-end workflows.
- Visual project sheets, live demonstration walkthroughs, and verified functional outputs.
- Project documentation covering Content Creation setup, configuration steps, and test notes.
- Direct resume bullet points highlighting hands-on Social Media tools and technical outcomes.
- Structured practice for technical interview pitches, walkthroughs, and viva defense.

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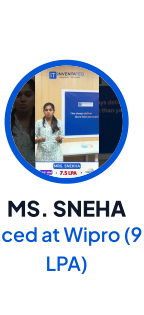
OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

READ REVIEWS

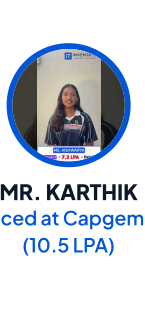


MS. SNEHA
Placed at Wipro (9.5 LPA)

"The practical lab sessions gave me the confidence to transition into enterprise roles. Working on real-world datasets helped me clear technical interviews effortlessly!"
Course Completed : **Social Media Marketing Specialist** G ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)

"Inventateq's focus on industry capstone projects and mock interviews was game-changing. The mentors guided me through every real-world implementation hurdle."
Course Completed : **Social Media Marketing Specialist** G ★★★★★

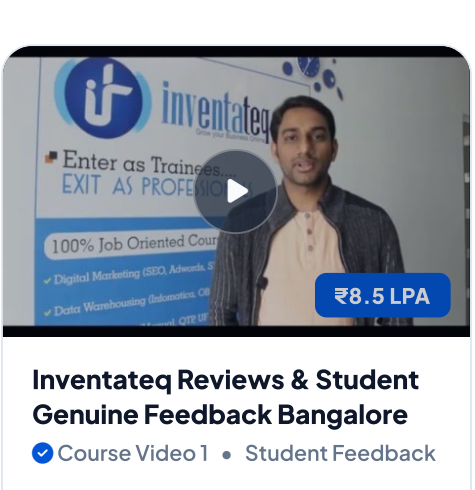


MR. KARTHIK
Placed at Capgemini (10.5 LPA)

"Moving from beginner theory to hands-on enterprise tools was seamless. The portfolio defense preparation helped me crack my MNC placement round!"
Course Completed : **Social Media Marketing Specialist** G ★★★★★

WATCH VIDEOS

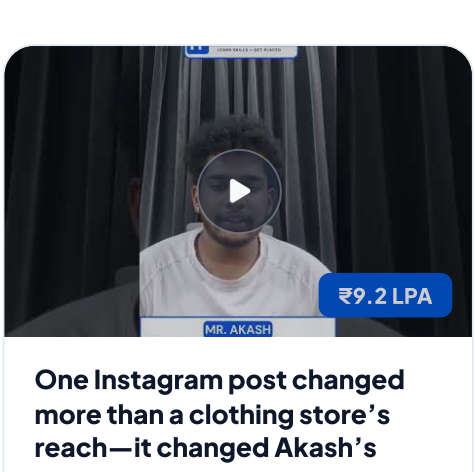
Watch real stories from our students as they talk about their journey, growth, and placement success.



Inventateq Reviews & Student Genuine Feedback Bangalore
Course Video 1 • Student Feedback
Watch Story

REAL REVIEWS from REAL STUDENTS
DIGITAL MARKETING
INVENTATEQ
₹7.8 LPA

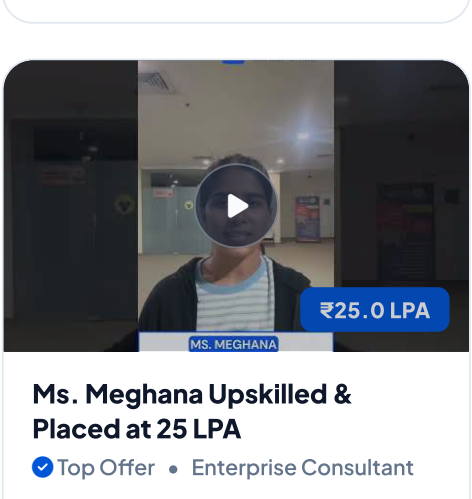
Digital Marketing Course in Bangalore, Guaranteed Placement
Course Video 2 • Student Feedback
Watch Story



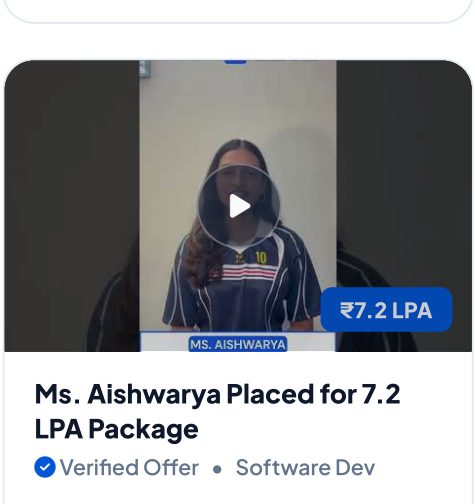
One Instagram post changed more than a clothing store's reach—it changed Akash's career direction
Course Video 3 • Student Feedback
Watch Story

Classes @ INVENTATEQ.COM
₹6.8 LPA

Free Interview Skills Development Classes for Freshers & College Students
Course Video 4 • Student Feedback
Watch Story



Ms. Meghana Upskilled & Placed at 25 LPA
Top Offer • Enterprise Consultant
Watch Story



Ms. Aishwarya Placed for 7.2 LPA Package
Verified Offer • Software Dev
Watch Story

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JOB HUNTING ENDS HERE

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www.inventateq.com

EMAIL US
info@inventateq.com

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