



Social Media Marketing

Run a business page properly: content pillars, reels that get watched, Canva design, boosted posts and Meta ads basics, growth reporting and client packages.

DURATION
2 months

MONTHLY FEE
Rs 5,000

FULL COURSE
Rs 10,000

CLASSES
Campus or live online

MONTH-BY-MONTH CURRICULUM

MONTH 01

Content That Gets Seen

Profile setup Content pillars Reels and hooks Canva design Posting calendar

MONTH 02

Ads, Growth & Clients

Meta ads basics Boosting the right posts Instagram and TikTok growth Reporting Client packages

TOOLS COVERED

Meta Business Suite Canva CapCut Instagram TikTok

WHO THIS IS FOR

- Beginners
- Shop and business owners
- Freelancers
- Students

REAL PROJECTS

- 30-day content calendar
- Reel set for a business
- Page audit and rebuild
- First boosted campaign
- Monthly growth report

THE LAST 15 DAYS: CLIENT PHASE

Every InnoTech course ends with 15 days on finding paying clients: pricing your service, writing proposals, outreach to local and international clients and following up. Batches are capped at 15 students. Online students join live on Zoom or Google Meet and get the recording of every session. You receive the InnoTech Skills Institute certificate of completion at the campus once your final project is done. Fee is paid month by month; leave within 7 days of your first class and the course fee is refunded in full.

EARNING PATHS

Social media manager Freelance content manager
Page management retainers Junior marketing executive
Shop and brand page handler

FINAL PORTFOLIO OUTPUT

Two managed business pages with a 30-day content calendar, a reel set and a growth report.