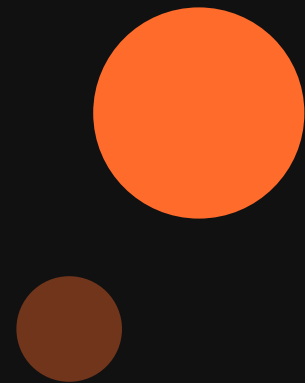


PRODCUT

FREE COURSE

Social Media 101

Everything you need before you post your first piece of content.



What You'll Learn

5 topics. All the basics. Done right.



1

What is Social Media Marketing

Why it matters for your brand or business



2

Choosing the Right Platform

Instagram, Facebook, Pinterest & more



3

Setting Up Your Profile

First impressions that convert followers



4

Understanding Your Audience

Who they are and what they want to see



5

The Golden Rules of Posting

What, when, and how often to post

What is Social Media Marketing?

5.2B

people use social media
worldwide in 2025

That's your potential audience.

In simple terms:

Using platforms like Instagram, Facebook, and Pinterest to promote your brand, connect with customers, and grow your business — for free or with a small budget.

- ✓ Build brand awareness
- ✓ Drive traffic & sales
- ✓ Build a loyal community
- ✓ Compete with bigger brands

Choosing the Right Platform

You don't need to be everywhere. Start where your audience is.



Instagram

Best for visuals, reels, and lifestyle brands. Great for 18-35 audience.



Facebook

Widest reach in Pakistan. Best for communities, ads, and shops.



YouTube

Best for tutorials, reviews & long-form content. Great for trust-building.



Pinterest

Perfect for gifting, fashion & lifestyle. High purchase intent audience.



Prodcut Tip: Start with Instagram + Facebook. Master them before adding more platforms.

Setting Up a Profile That Converts

1

Profile Photo

Use a clear logo or professional photo. No blurry images.

2

Username

Keep it consistent across all platforms. Easy to search.

3

Bio

Who you are + what you do + one clear CTA (call to action).

4

Link in Bio

Always have a link — to your shop, website, or WhatsApp.

5

First 9 Posts

Your grid is your first impression. Make it count.

Example Bio

Nille

Social Media Assistance 🧡

Affordable help for small businesses

Free & paid courses 🎓

👉 Start learning for free

linktr.ee/nille

TOPIC 04

Understanding Your Audience

Answer these 4 questions before creating a single post:

01

Who are they?

Age, gender, location, interests — know your person.

02

What do they want?

Entertainment, education, deals, or inspiration?

03

When are they online?

Post when they're actually scrolling, not when it suits you.

04

What do they ignore?

Study what gets skipped to avoid making the same content.

The more you know your audience, the less you'll waste creating content they scroll past.

The Golden Rules of Posting



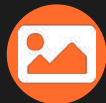
Hashtags

Use 3-5 relevant hashtags. Don't spam 30.



Captions

Hook in the first line. Keep it short. End with a CTA.



Visuals First

Your image or video thumbnail must stop the scroll.



Consistency

3x per week minimum. Consistency beats viral every time.



Engage Back

Reply to every comment in the first hour. Always.



Best Times

Post after (7-9PM) for peak engagement.

BONUS

What to Post: The 3-Type Formula

Rotate between these 3 content types every week.

33%



Educate

Tips, tutorials, and how-tos.
Teach your audience something useful.

33%



Entertain

Behind the scenes, relatable content,
memes, and stories.

34%



Sell

Product showcases, offers,
testimonials,
and clear CTAs.

Example week: Monday = Educate | Wednesday = Entertain | Friday = Sell

WHAT'S NEXT

You're Almost Done.

Take the test. Earn your certificate.



Complete the end-of-course test



Score 70% or above to pass



Get your Prodcut Certificate of Completion



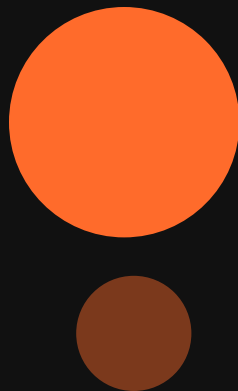
Share it on LinkedIn and social media

If this Looks Useful to you Youll be shocked to see whats the Pro Version covers

Take Your Exam

PRODCUT

We're not experts.
We're on the journey.
Join us.



Find us on social media:



Instagram

@prod.cut



Facebook

@Prodcut



YouTube

@TeamProdcut



Pinterest

@TeamProdcut