

# A Marketer's Top 5 Ways to Start Dominating Your Social Media Marketing

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

7

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

16m

**Estimated study time**

16m 54s

**Instructor**

Carlos Gil

## Introduction

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### 1 Utilizing social media marketing

There are more social media sites available to consumers than ever before.

## Marketing on Social Media

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### 2 Using TikTok

TikTok is one of the fastest growing social media platforms.

### 3 Utilizing short content

Online marketing is challenging and there is only so much attention to go around.

### 4 Establishing a community

Without a digital community, no one will see your brand.

### 5 Market your brand like an influencer

Consumers perceive brands as advertisers.

### 6 Moments over marketing

As a marketer, it's vital that you capture people's attention within the first second, but how do you do that without coming off like you're trying to sell someone something?

## Conclusion

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## Time to market on social media

Thanks for watching this course!

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