

Quick-Start Guide 

Social Media Marketing Certification

*30-day Fast Track and Program
Curriculum*

Welcome to the Boot Camp Digital Social Media Marketing Certification Program.

This certification is designed to bring students the most important knowledge required for success in social media marketing. To complete the Social Media Marketing Certification, follow the steps below.



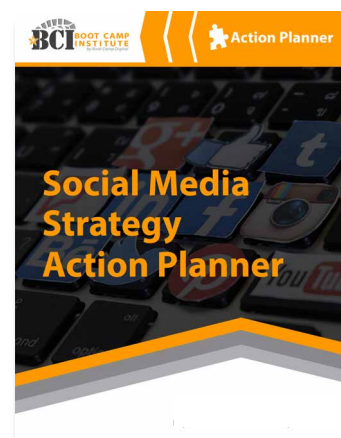
STEP 1 – Complete Courses

The following courses are provided in order to prepare the student for the Social Media Marketing Test and Assignment. You don't have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know: **Social Media Strategy, Facebook Marketing, Facebook Ads, Instagram Marketing, Twitter Marketing, LinkedIn Marketing, Pinterest Marketing and Blogging.**



STEP 2 – Pass Social Media Marketing Test

A single 40 question, cumulative test is required in order to assess your knowledge in Social Media Marketing. Questions will be taken from the eight courses listed above. A score of 70% or above is required to obtain your certification. If necessary, the test may be taken multiple times.



STEP 3 – Submit Assignment

Your Social Media Marketing Action Planner will need to be submitted for review. **Download your Action Planner now** and fill it in as you go through your training. The Action Planner does not need to be 100% complete – some sections may not apply to your business. Aim to complete about 70 – 80% of it based on what is relevant for your business case.



STEP 4 – Display Your Certification

Display your credentials on your website, resume, LinkedIn and other social networks.

Before You Do Anything Else!

Download your Social Media Marketing Action Planner





From your homepage, click the Social Media Marketing Certification Instructions icon below My Courses. At top of instructions page, click to download Action Planner.



Use the Action Planner as a guide and fill-in your business strategy as you progress through the courses. **Submission of your Action Planner is required for certification.**

Review Courses

You do not have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know. A quiz is available at the end of every course lesson so you can test your knowledge before moving on to more complex material. These quizzes are not required for Certification.

- | | |
|---|--|
| <input type="checkbox"/>  Social Media Strategy | <input type="checkbox"/>  Twitter Marketing |
| <input type="checkbox"/>  Facebook Marketing | <input type="checkbox"/>  LinkedIn Marketing |
| <input type="checkbox"/>  Facebook Advertising | <input type="checkbox"/>  Pinterest Marketing |
| <input type="checkbox"/>  Instagram Marketing | <input type="checkbox"/>  Blogging |

Final Requirements

Pass Social Media Marketing Test

The final 40-question cumulative test is found in your Certification instructions on your homepage. A score of 70% or above is required to move on to the final step.

Submit Your Action Planner

Upload your final Action Planner by following the prompts in your Certification instructions on your homepage.



30-Days to Social Media Marketing Certification

Fast-track your success and earn your Social Media Marketing Certification in less than 30-days.



*Power Tip: Before you begin, download your **Social Media Marketing Action Planner** by clicking the Certification Requirements icon from your Boot Camp Institute homepage.*

The Action Planner does not need to be 100% complete – some sections may not apply to your business. Aim to complete about 70 – 80% of it based on what is relevant for your business case.

Use the Action Planner as a guide and fill-in your business strategy as you progress through the courses. Submission of your Action Planner is required for certification.

Steps to Certification:



STEP 1
Complete Courses



STEP 2
Pass Final Assessment



STEP 3
Submit Assignment



STEP 4
Display Your Certification



Speak with your trainers! Take advantage of our 1:1 office hours and sign up to speak with your trainer. Discuss any questions you have about the curriculum or how you're applying it to your work.

1-Month Overview

Get certified in one month with about two hours a day, five days a week.

TOTAL VIDEO TIME:

42 HOURS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1 Download Action Planner	 Social Media Strategy Level 100 & Level 200 ⌚ 2hrs	 Social Media Strategy Level 300 & Level 400 ⌚ 2hrs 20mins	 Facebook Marketing Level 100 & Level 200 ⌚ 2hrs 40mins	 Facebook Marketing Level 300 ⌚ 1hr 45mins	 Facebook Marketing Level 400 ⌚ 1hr 50mins	Weekly Total Time: ⌚ 10hrs 35mins
WEEK 2	 Facebook Ads Level 100 & Level 200 ⌚ 1hr 30mins	 Facebook Ads Level 300 ⌚ 2hrs 15mins	 Facebook Ads Level 400 ⌚ 1hr 35mins	 Instagram Marketing Level 100 & Level 200 ⌚ 2hrs	 Instagram Marketing Level 300 & Level 400 ⌚ 2hrs 10mins	Weekly Total Time: ⌚ 9hrs 30mins
WEEK 3	 Twitter Marketing Level 100 & Level 200 ⌚ 1 hr 50 mins	 Twitter Marketing Level 300 ⌚ 1hr 45mins	 Twitter Marketing Level 400 ⌚ 1hr 45mins	 LinkedIn Marketing Level 100 & Level 200 ⌚ 2hrs 15mins	 LinkedIn Marketing Level 300 & Level 400 ⌚ 1hr 20mins	Weekly Total Time: ⌚ 9hrs
WEEK 4	 Pinterest Marketing Level 100 & Level 200 ⌚ 1 hr	 Pinterest Marketing Level 300 & Level 400 ⌚ 2hrs 10min	 Blogging Level 100 & Level 200 ⌚ 2hrs 25mins	 Blogging Level 300 ⌚ 3hrs 40mins	 Blogging Level 400 ⌚ 1hr 50mins	 Pass Final Exam & Upload Action Planner Weekly Total Time: ⌚ 12hrs



Power Tip: You don't have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know.

1-Month Agenda

WEEK 1

Day 1 – Social Media Marketing Strategy Level 100 & Level 200

- Social Media Marketing Strategy Quiz 100
- Social Media Marketing Strategy Quiz 200
- **Action Planner: Pages 3-7**

Day 2 – Social Media Marketing Strategy Level 300 & Level 400

- Social Media Marketing Strategy Quiz 300
- Social Media Marketing Strategy Quiz 400
- **Action Planner: Page 8**

Day 3 – Facebook Marketing Level 100 & Level 200

- Facebook Marketing Quiz 100
- Facebook Marketing Quiz 200

Day 4 – Facebook Marketing Level 300

- Facebook Marketing Quiz 300

Day 5 – Facebook Marketing Level 400

- Facebook Marketing Quiz 400
- **Action Planner: Page 9**

WEEK 2

Day 6 – Facebook Ads Level 100 & Level 200

- Facebook Ads Quiz 100
- Facebook Ads Quiz 200

Day 7 – Facebook Ads Level 300

- Facebook Ads Quiz 300

Day 8 – Facebook Ads Level 400

- Facebook Ads Quiz 400
- **Action Planner: Continue Page 9**

Day 9 – Instagram Marketing Level 100 & Level 200

- Instagram Marketing Quiz 100
- Instagram Marketing Quiz 200

Day 10 – Instagram Marketing Level 300 & Level 400

- Instagram Marketing Quiz 300
- Instagram Marketing Quiz 400
- **Action Planner: Page 10**



WEEK 3

Day 11 – Twitter Marketing Level 100 & Level 200

- Twitter Marketing Quiz 100
- Twitter Marketing Quiz 200

Day 12 – Twitter Marketing Level 300

- Twitter Marketing Quiz 300

Day 13 – Twitter Marketing Level 400

- Twitter Marketing Quiz 400
- **Action Planner: Page 12**

Day 14 – LinkedIn Marketing Level 100 & Level 200

- LinkedIn Marketing Quiz 100
- LinkedIn Marketing Quiz 200

Day 15 – LinkedIn Marketing Level 300 & Level 400

- LinkedIn Marketing Quiz 300
- LinkedIn Marketing Quiz 400
- **Action Planner: Page 11**

WEEK 4

Day 16 – Pinterest Marketing Level 100 & Level 200

- Pinterest Marketing Quiz 100
- Pinterest Marketing Quiz 200

Day 17 – Pinterest Marketing Level 300 & Level 400

- Pinterest Marketing Quiz 300
- Pinterest Marketing Quiz 400
- **Action Planner: Page 14**

Day 18 – Blogging Level 100 & Level 200

- Blogging Quiz 100
- Blogging Quiz 200

Day 19 – Blogging Level 300

- Blogging Quiz 300

Day 20 – Blogging Level 400

- Blogging Quiz 400
- **Action Planner: Page 13**
- **Action Planner: Page 15 (Reference Prioritizing Your Efforts training in Social Media Strategy Lesson 400)**

Day 21 – Take final test & upload Action Planner for review*

*Allow for up to 1 week review of your Action Planner. You will be notified by email of your approved accreditation.