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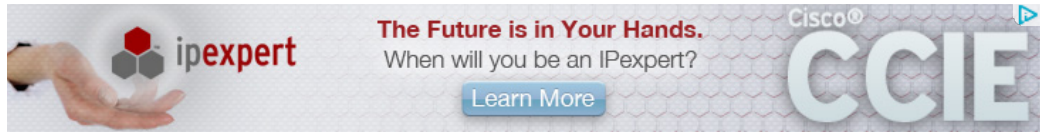
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Yann GEFROTIN certification validation on ALISON | Diploma in Social Media Marketing

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Certificate Number: AC-318-730067

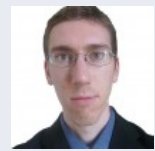
This ALISON Certificate validation page proves the authenticity of the certificate provided to our learners.

ALISON Certificate which Yann has completed to the certification standard (generally 80% average across all quizzes and tests, plus all learning objects completed) appear below.

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Name: Yann GEFROTIN
Email: yanngeffrotin@gmail.com
Country: France



Certificate Details



Diploma in Social Media Marketing

(92% quiz score)

Course Details

Social media marketing is of increasing importance to most businesses and organisations. This free online course from ALISON covers the concepts and application of social media marketing. It explains the use of email marketing, affiliate marketing, using social media tools such as Twitter, podcasting and blogging, and how to use Facebook to create a LIKE page and increase traffic to your FAN page. This course will equip you with the skills to plan and implement a successful social media marketing strategy; it will also be of interest to people who wish to learn more about this subject or to advance their career prospects in this area.

Modules and Topics Studied

- ↳ Module 5: Introduction to Social Media Marketing
- ↳ Module 1: Introduction to Web sites
- ↳ Module 2: Introduction to autoresponders and eBooks
- ↳ Module 3: Using autoresponders to build a list
- ↳ Module 4: Affiliate marketing and increasing Web site traffic
- ↳ Email and Affiliate Marketing Assessment
- ↳ Module 6: How to use Twitter
- ↳ Module 9: Facebook - Create your Personal Profile
- ↳ Module 10: Facebook - Creating your LIKE page
- ↳ Module 11: Facebook - Increasing traffic to LIKE pages
- ↳ Module 7 Part 1: Audacity for Recording Podcasts
- ↳ Module 7 Part 2: Podomatic - Publish Your Podcasts to the Web
- ↳ Module 8: WordPress - Blogging on the Web
- ↳ Marketing with Facebook Assessment
- ↳ Social Media Tools Assessment
- ↳ Final Assessment

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- How is ALISON Free?
- Who We Are
- Contact Us
- Careers
- Testimonials
- ALISON in your Country
- Frequently Asked Questions
- Add Us to Your Website

In Different Languages

- Benvenuti su ALISON Italia
- Witaj na platformie edukacyjnej
- Welkom na ALISON
- In Australia

Forums

- Discussion Forum
- Become a Fan on Facebook
- Follow us on Twitter

Advertising Banners

- Add Banner to Your Website

Individual & Group Learning

- Learning
- Certification
- Flash Testing
- Manager
- Create a Training Group

Premium Services

- Technical Support

Training Subjects

- Business and Enterprise Skills
- Digital Literacy & IT Skills
- Financial & Economic Literacy
- Health & Safety & Compliance
- Health Literacy
- Personal Development & Soft Skills
- Diploma Courses
- English Language Skills
- Health & Safety (Irish Legislation Only)
- Schools Curriculum

Working with Us

- Publisher Programme
- Build a Business
- Advertise
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- How You Can Help
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- Volunteer Resources

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