

TryAdRank

RANK. REACH. GROW.

PROFESSIONAL TRAINING PROGRAM

Social Media Marketing Course in Odia with AI

20 Live Classes | 20 Modules | Taught in Odia on Google Meet

Includes AI Reels with Google Flow, Canva and Email Marketing

Facebook

Instagram

YouTube

Canva

Google Flow

Claude

ChatGPT

Email

Program Overview

About the Program

This live, hands-on Social Media Marketing course is taught in Odia on Google Meet. You will learn to plan, design and run social media marketing for local businesses on Facebook, Instagram and YouTube, create reels with Canva and AI, and grow an email list with newsletters. Each platform gets its own class, and AI reels are made with Google Flow. Claude, ChatGPT and Canva are used as assistants across the workflow.

Program Highlights

- 20 live classes on Google Meet, one clear topic per class
- Taught in Odia, with Odisha-focused examples and festival planning
- One class each: Facebook Page, Instagram, YouTube channel
- One class on YouTube Studio and Facebook creator tools
- Canva classes: banners, posters and carousels, reel editing
- Key highlight: making AI reels with Google Flow (Classes 12 and 13)
- Email marketing in 2 classes: list building, welcome email, newsletter
- Consent-based email only, with an unsubscribe link every time
- Capstone: 30-day plan, reels and email campaign, presented in the final class

Your Learning Path

PART 1 CLASSES 1 - 6

Foundation & Platforms

Goals, research, Facebook, Instagram, YouTube, creator tools

PART 2 CLASSES 7 - 11

Canva & Content

Banners, posters, AI captions, phone reels, Canva editing

PART 3 CLASSES 12 - 16

AI Reels, Leads & Email

Google Flow AI reels, WhatsApp leads, 2 email classes

PART 4 CLASSES 17 - 20

Pro Skills & Capstone

Reports, services, capstone build and presentation

Note: Social media platforms, Google Flow, AI tools and Canva features update often. Class content is kept aligned with current updates. Results depend on the business, content, effort and budget; no results or income are guaranteed. AI output must always be checked and edited before use.

Class-wise Syllabus at a Glance

01	Social media marketing basics, platforms and goals	
02	Odisha audience, competitor research and 30-day calendar	
03	Facebook Page creation and setup	
04	Instagram professional account setup	
05	YouTube channel creation and setup	
06	YouTube Studio and Facebook creator tools	
07	Canva basics, brand kit and banners	
08	Posters and carousels in Canva	
09	AI for Odia captions, hooks and reel scripts	
10	Reels strategy and phone shooting	
11	Reels and video editing in Canva	
12	AI reels with Google Flow 1: prompts and first AI reel	KEY HIGHLIGHT
13	AI reels with Google Flow 2: scenes, editing, publishing	KEY HIGHLIGHT
14	Engagement, DMs and WhatsApp Business for leads	
15	Email Marketing 1: build your list	
16	Email Marketing 2: welcome email, newsletter, campaigns	
17	Analytics and reporting	
18	Starting services: packages, proposals, pitching	
19	Capstone build	
20	Capstone presentation and feedback	

CLASS 01

Social Media Marketing Basics, Platforms and Business Goals

Class 1 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- How social media marketing works for a business
- Role of Facebook, Instagram, YouTube and WhatsApp
- Organic vs paid: what each can and cannot do
- Setting business goals and simple KPIs
- Why Odia content connects with local audiences
- Course roadmap: platforms, Canva, AI reels and email

HANDS-ON ACTIVITY

Write a one-page goal and platform plan for a sample local business.

AI ASSIST

Use Claude or ChatGPT to turn a vague business idea into clear social media goals.

OUTCOME

Plan a clear, goal-based social media presence for any business.

CLASS 02

Odisha Audience, Competitor Research and 30-Day Content Calendar

Class 2 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Finding your local audience: age, interests, language, area
- Competitor audit: content, posting rhythm, engagement
- Spotting content gaps you can fill
- Content pillars: educate, engage, promote, build trust
- Planning around Odisha festivals and local occasions
- A simple 30-day calendar template

HANDS-ON ACTIVITY

Audit 3 local competitors and build a 30-day calendar with festival dates.

AI ASSIST

Use AI to organise research notes and calendar ideas, then check dates and local fit yourself.

OUTCOME

Know your audience and run your content with a clear monthly plan.

CLASS 03

Facebook Page Creation and Setup

Class 3 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Creating a Facebook Page: name, category and details
- Profile photo, cover photo and short description
- Action button, contact details and business hours
- Page roles, access and account safety
- Linking WhatsApp and Instagram to the Page
- What to post first: a launch checklist

HANDS-ON ACTIVITY

Create or improve a complete Facebook Page for a practice brand.

AI ASSIST

Ask AI for Page description and About text options, then edit them in your own voice.

OUTCOME

Own a clean, trusted and complete Facebook Page.

CLASS 04

Instagram Professional Account Setup

Class 4 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Switching to a professional (business or creator) account
- Username, name, bio and profile photo that build trust
- Link in bio, contact buttons and category
- Highlights, pinned posts and profile grid basics
- Connecting Instagram with the Facebook Page
- Instagram features: posts, Reels, Stories and Notes

HANDS-ON ACTIVITY

Set up an Instagram profile with bio, highlights and 3 pinned posts.

AI ASSIST

Ask AI for bio and highlight-name ideas, then shortlist and edit.

OUTCOME

Own a clear, professional Instagram profile.

CLASS 05

YouTube Channel Creation and Setup

Class 5 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Creating a YouTube channel and brand account
- Channel name, handle, description and links
- Profile picture and banner sizes
- Videos, Shorts and playlists: what each is for
- Channel trailer and first upload plan
- YouTube policies and safe content basics

HANDS-ON ACTIVITY

Create a channel for a sample business and write its description and first 5 video ideas.

AI ASSIST

Use AI to draft the channel description and video title ideas, then edit.

OUTCOME

Own a properly set up YouTube channel ready for content.

CLASS 06

YouTube Studio and Facebook Creator Tools

Class 6 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- YouTube Studio: upload, titles, descriptions, thumbnails and tags
- YouTube Analytics: views, watch time and audience
- Facebook creator tools: Professional mode and Meta Business Suite
- Scheduling posts and Reels for Facebook and Instagram
- Facebook and Instagram Insights: reach, views and followers
- Monetisation basics: eligibility rules change, so always check the current policy

HANDS-ON ACTIVITY

Upload and schedule one video on YouTube Studio and one post in Meta Business Suite.

AI ASSIST

Paste exported analytics into AI for an insight summary, then verify the numbers.

OUTCOME

Manage and track your content from the official creator tools.

CLASS 07

Canva Basics, Brand Kit and Banners

Class 7 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Canva interface, templates and folders
- Brand kit: colours, fonts and logo
- Facebook cover and YouTube channel banner sizes
- Web and ad banner basics: layout and readability
- Using Odia text in designs: fonts and clarity
- Export settings and file naming

HANDS-ON ACTIVITY

Create a brand kit plus a Facebook cover and a YouTube banner.

AI ASSIST

Ask AI for colour palette and font pairing ideas, then test them in Canva.

OUTCOME

Design on-brand banners and covers quickly.

CLASS 08

Posters and Carousels in Canva

Class 8 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Poster layout: headline, visual and call to action
- Carousel structure: hook, value, action
- Festival and offer posters for Odisha
- Visual hierarchy that reads well on a phone
- Photos, icons and elements: copyright-safe use
- Exporting and posting your designs

HANDS-ON ACTIVITY

Design one festival poster and one 5-slide carousel.

AI ASSIST

Use AI to draft headlines and slide text, then edit.

OUTCOME

Create professional posters and carousels on your own.

CLASS 09

AI for Odia Captions, Hooks and Reel Scripts (Claude and ChatGPT)

Class 9 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Writing Odia captions with AI: tone, length, local words
- Hook formulas for the first 3 seconds
- Reel script structure: hook, body, call to action
- Prompting in Odia and mixed Odia-English
- Writing image and video prompts with Claude or ChatGPT
- Always check and edit AI output: spelling, grammar, meaning

HANDS-ON ACTIVITY

Write 5 Odia captions and 3 reel scripts with AI, then edit them.

AI ASSIST

Compare Claude and ChatGPT output for the same Odia prompt and save a prompt library.

OUTCOME

Write Odia content faster without losing quality.

CLASS 10

Reels Strategy: Hook, Structure and Phone Shooting

Class 10 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Why Reels and Shorts matter for reach and discovery
- Reel types: tips, behind the scenes, offers, stories
- Hook, structure and pacing
- Phone shooting: light, framing, steady shots and audio
- Trending audio and copyright basics
- Reel length and posting time

HANDS-ON ACTIVITY

Shoot 2 raw reel clips on your phone from a written script.

AI ASSIST

Use AI to create a shot list and a reel idea bank.

OUTCOME

Plan and shoot good reels with just your phone.

CLASS 11

Reels and Video Editing in Canva

Class 11 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Canva video editor: timeline, clips and trimming
- Text, captions and subtitles in Odia
- Transitions, music and sound effects
- Templates and brand consistency
- Aspect ratios and export quality
- Cover image and thumbnail design

HANDS-ON ACTIVITY

Edit one complete reel in Canva from raw clips to export.

AI ASSIST

Use AI to draft on-screen text and subtitle lines.

OUTCOME

Edit and export polished reels in Canva.

CLASS 12

AI Reels with Google Flow 1: Prompts and Your First AI Reel

Class 12 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- What Google Flow is and how AI video generation works
- Writing video prompts: scene, subject, motion, camera, style
- Text-to-video and image-to-video in Flow
- Using Claude or ChatGPT to write scene prompts
- Reviewing clips and re-generating weak ones
- Disclosure, copyright and safe use of AI video

HANDS-ON ACTIVITY

Generate your first AI-assisted reel clips in Google Flow from a written prompt.

AI ASSIST

Ask AI for a storyboard and scene prompts, then refine the best version.

OUTCOME

Make AI reels: the skill that sets you apart.

CLASS 13

AI Reels with Google Flow 2: Scenes, Editing and Publishing

Class 13 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Building a multi-scene reel from several clips
- Keeping characters and style consistent across scenes
- Adding voiceover, music and Odia subtitles in Canva
- Combining AI clips with your own footage
- Reel workflow: idea, script, generate, edit, publish
- Batch content: planning a week of reels

HANDS-ON ACTIVITY

Produce a finished 20-30 second AI reel and publish or schedule it.

AI ASSIST

Build an AI prompt checklist for your reel pipeline.

OUTCOME

Create and publish AI reels with a repeatable workflow.

CLASS 14

Engagement, Community, DMs and WhatsApp Business for Leads

Class 14 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Replying to comments and DMs professionally
- Community building: polls, Q&A and stories
- Collaborations with local creators
- WhatsApp Business: profile, catalog, quick replies and labels
- Click-to-WhatsApp links and QR codes
- Post boost basics: goal, audience and budget; a simple lead sheet

HANDS-ON ACTIVITY

Set up WhatsApp Business and write a DM reply guide and a collaboration pitch.

AI ASSIST

Have AI draft reply and follow-up templates, then tune them to the brand voice.

OUTCOME

Turn followers into conversations and leads.

CLASS 15

Email Marketing 1: Build Your Email List

Class 15 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Why email: followers belong to the platform, the list is yours
- Consent-based lists only: no bought lists, always an unsubscribe link
- Lead magnet ideas that work for local businesses
- Signup form and simple landing page
- Email tool setup: account, audience and form
- Collecting signups from Facebook, Instagram, YouTube and WhatsApp

HANDS-ON ACTIVITY

Create a lead magnet and a working signup form in an email tool.

AI ASSIST

Ask AI for lead magnet ideas for your business type.

OUTCOME

Start a permission-based email list from social media.

CLASS 16

Email Marketing 2: Welcome Email, Newsletter and Campaigns

Class 16 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Welcome email: first impression and first offer
- Newsletter structure: value, story, call to action
- Subject lines and preview text
- Writing email copy with AI and editing it
- Sending, testing and scheduling a campaign
- Open, click and unsubscribe rates

HANDS-ON ACTIVITY

Write and send a welcome email and a newsletter to a test list.

AI ASSIST

Draft 10 subject lines and email copy with AI, then edit.

OUTCOME

Write and send professional email campaigns.

CLASS 17

Analytics and Reporting (Social Media and Email)

Class 17 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Insights: reach, views, saves, shares and follows
- Email metrics and what they mean
- Tracking leads and sales from content
- What to measure for each business goal
- A simple monthly client report format
- Finding winning content and fixing weak content

HANDS-ON ACTIVITY

Build a one-page monthly report from sample data.

AI ASSIST

Paste exported data into AI for an insight summary, then verify the numbers.

OUTCOME

Report clearly and make decisions from real data.

CLASS 18

Starting Your Services: Packages, Proposals and Pitching

Class 18 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Services you can offer: social media, reels and email
- Building packages and pricing logic
- Proposal structure that wins trust
- Pitching local businesses in Odisha
- Portfolio and case study basics
- Scope, payment terms and client communication

HANDS-ON ACTIVITY

Create a service package sheet and a one-page proposal.

AI ASSIST

Draft a pitch message with AI and personalise it for one business.

OUTCOME

Be ready to offer services and approach your first clients.

CLASS 19

Capstone Build: 30-Day Plan, Reels and Email Campaign

Class 19 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Capstone brief and business selection
- Strategy summary and audience persona
- 30-day content calendar
- Canva banner, poster and reel
- One Google Flow AI reel, welcome email and newsletter
- KPI and reporting plan

HANDS-ON ACTIVITY

Build the full capstone package for one chosen business.

AI ASSIST

Use AI to review your plan for gaps and improve it.

OUTCOME

A complete capstone package ready to present.

CLASS 20

Capstone Presentation and Feedback

Class 20 of 20 | Live on Google Meet, taught in Odia

WHAT YOU WILL LEARN

- Presenting your strategy clearly
- Showing your reels and email campaign
- Explaining KPIs and expected focus
- Feedback and improvement points
- Next steps: portfolio, freelancing and agency career
- Course wrap-up

HANDS-ON ACTIVITY

Present your capstone and receive feedback.

AI ASSIST

Use AI to write your 90-day next-step action plan.

OUTCOME

Finish with a capstone you can show with confidence.

Ready to Start Your Social Media Marketing Career?

Talk to the TryAdRank team about batches, details and enrolment.

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