

# Digital Marketing for Beginners

Social media part two: Introduction

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# Things you will learn in this module

- Using social media as a market research tool
- Content ideas that get engagement
- Nuances and tips for each the major platforms

An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which have their lights on. The Empire State Building is prominent in the center. The text 'Up next: Using social media for market research' is overlaid in a large, white, sans-serif font, centered horizontally and vertically.

Up next: Using social  
media for market  
research