

COURSE DURATION

16 hours

COURSE SYNOPSIS

Facebook is a mainstream marketing platform for any business in any industry. Facebook marketing allows businesses to target its exact audience based on demographics, interests, and behaviours.

This intensive 2-day Facebook marketing course will equip learners with practical Facebook marketing methodology and strategies, and it covers the fundamentals of Facebook marketing, from creating pages, creating ads, campaign management, conversion tracking to remarketing.

COURSE OBJECTIVES

By the end of this course, learners will be able to:

- Develop a Facebook marketing strategy.
- Create a Facebook page and understand insights reports
- Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting.
- Set up a Facebook pixel to measure and optimise advertising campaigns
- Create custom and lookalike audiences for more efficient ad targeting.
- Optimising Facebook Ads

TARGET AUDIENCE (SUPERVISORY & MANAGERIAL)

- Supervisory and Managerial
- Professionals in Sales, Marketing and Media, Business Development
- Entrepreneurs, Solopreneurs
- Those who are new to Facebook marketing and keen on learning how to launch a successful Facebook campaign
- Consultants and Educators

ASSUMED SKILLS

- Learners must be able to read, write, speak and listen to English at secondary school level
- Be able to operate a personal desktop computer.
- Have an existing Facebook account.

TRAINING METHODOLOGIES

Lectures, demonstration, case studies and hands-on activities designed to provide practical experiences with skills being taught.

COURSE CONTENT**Learning Unit 1: Basic of Facebook Ads**

- Develop a Facebook marketing strategy

Learning Unit 2: Facebook Audiences and Audience Targeting

- Create custom and lookalike audiences for more efficient ad targeting

Learning Unit 3: Creating and optimizing Facebook Page

- Create a Facebook page

Learning Unit 4: Creating Facebook ads

- Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting

Learning Unit 5: Facebook pixel for retargeting

- Set up a Facebook pixel to measure and optimise advertising campaigns

Learning Unit 6: Scale with Lookalike Audiences

- Create lookalike audiences for more efficient ad targeting

Learning Unit 7: Audience Insights

- Understand insights reports

Learning Unit 8: Optimizing Your Ads

- Optimising Facebook Ads