

# Facebook Marketing Essential

## SOA: Integrated Marketing

### Description

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.

### Who is this Course For?

- 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

### 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

### Course Duration

**16 Hours**

### Course Reference No.

**TGS-2020504021**

### Mode of Training

**Classroom**

### Funding Validity

**Till 04 Aug 2026**

**Full Fee \$650**

(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	\$253.50
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	\$383.50
Subsidies available: SFC, SFEC, UTAP & PSEA		

As pre-requisites may differ by course, we strongly encourage you to review the details and contact us for any clarification.



# 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
- Optimising Facebook Ads

## 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

