

WSQ Facebook Marketing Essential



 **COURSE DURATION**
16 Hrs

 **COURSE REFERENCE NO.**
TGS-2020504021

 **MODE OF TRAINING**
Classroom

 **FUNDING VALIDITY**
Till 04 Aug 2026

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

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

FULL FEE

\$700

(Subject to 9% GST)

NETT FEE AFTER FUNDING

\$273

SME OR Singaporean age 40 and above (Subject to 9% GST)

70% Course Fee Funded

\$413

Non-SME OR Singaporean age 21 to 39 OR Singapore PR

(Subject to 9% GST)

50% Course Fee Funded

Subsidies Available
Individual

SkillsFuture Credit
PSEA
UTAP



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Course Content

1. Basic Of Facebook Ads

Develop a Facebook marketing strategy

2. Facebook Audiences And Audience Targeting

Create custom and lookalike audiences for more efficient ad targeting

3. Creating And Optimizing Facebook Page

Create a Facebook page

4. Creating Facebook Ads

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

5. Facebook Pixel For Retargeting

Set up a Facebook pixel to measure and optimise advertising campaigns

6. Scale With Lookalike Audiences

Create lookalike audiences for more efficient ad targeting

7. Audience Insights

Understand insights reports

8. Optimizing Your Ads

Optimising Facebook Ads

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