

LEVEL 1.0 Of FACEBOOK Marketing

tips & tricks

Cover

Fundamentals of Facebook Marketing

This 1-day workshop will show you the best ways to use Facebook to grow your business and extend your professional network.

What You will Learn:

Module 1:

Overview of Facebook - The Benefits

- ✓ Understand how Facebook Ads works

Module 2:

How to create & administer a Facebook Business page.

- ✓ Create Pages, Username, Important Info for business Pages
- ✓ Using Pictures or profiles and cover photos
- ✓ Creating and scheduling posts
- ✓ Understand of replying message method
- ✓ Tips for Best Time Posting
- ✓ Rules of posting image.
- ✓ Whatapps Hyperlink



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What You will Learn:

Module 3:

Understanding Facebook Insights - to measure and understand the behavior of your customers on your Facebook Business Page.

- ✓ Create New Audience
- ✓ Define the Demographics, Behavior, Interest, Connection,
- ✓ Provide Audience Listing
- ✓ Check Lives Ads Targeting
- ✓ Provide Example

Module 4:

How to plan a Facebook Campaign, write compelling Facebook Ads & Targeting audiences for maximum impact

- ✓ Business Setting: People, Pages, Ad Account, Billing
- ✓ Managing Ads: Create Campaign, Ads Set, Ads, Duplication Ads
- ✓ Ads Set: Budget & Schedule, Audience, Detailed Targeting, Placement, Estimated Daily Results
- ✓ Ad Identity: Format, Single Image, Video, Sideshow & Call To Action Button
- ✓ Customize Columns



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What You will Learn:

Module 5:

Practical Training , Q&A

- ✓ Using live demonstrations
- ✓ Practical workshops

Who Should Attend:

Small Business Owners, Corporate Sales , Marketing personnel, IT Manager , web site designers, and any business people who need to know how to market on Facebook.



WEBGEN TECHNOLOGY