

Facebook Marketing Fundamentals

Almost everyone who has Internet access and knows how to operate a computer has a Facebook account. This is why you should take a look at Facebook marketing and, potentially, reach out to millions of users in a day.

In this workshop, we will cut through all the “where do I even start” confusion. We share exactly how to start spending your budget on the RIGHT campaigns. You will be guided on a step-by-step approach with clear explanations. There is no more wasted time trying to figure out the what should you do.

It's time to stop struggling with your Facebook marketing and finally learn how to do it the right way!

Topics

Getting to know Facebook Better

- Learn about the industry-standard and Facebook-specific terms
- Understanding Facebook marketing
- Planning for your Facebook page

Creating a Fan Page

- Setting up a business page
- Adding a cover photo
- Using page admin tools
- Managing the dimension of your page profile and cover photo
- Sharing of page posting tips and best practices

Introductions to Facebook Ad

- Understand the elements and structure of Facebook ads
- Identify your advertising campaign's goals
- Choosing the relevant types of Facebook ad

Get your Facebook Ads Started

- Where Facebook advertising works and doesn't
- How to organize your ad within the campaign structure on Facebook
- Learn to create ads with acceptable text and images (using the correct dimensions)
- Determine how will you be charged for your Facebook Ads
- Getting familiarised with the various advert guidelines

Managing your Facebook Ads

- Using Ads Manager to view, edit and access performance reports for all your campaigns, ad sets and ads

Targeting

- Extend the Reach of Your Facebook Campaigns
- Learn to target based on locations and products or services you are promoting

Analysing Report Metrics

- Use A/B testing to compare the performance of two different ads
- Use Ad Reports to monitor who is engaging with your ad

Course Info



Fee

\$320 (before SDF funding)

Duration

1 day (9am - 6pm)

Target Audience

Targeted at new users who want to use Facebook to reach out to both existing and new customers

Prerequisite

None



With ACE, there's Never a Dull Moment