



Facebook Marketing Masterclass Course Outline

Courses Overview:

In simple terms, Facebook Marketing is the promotion of products or brands via one or more forms of electronic media. Facebook marketing is often referred to as online marketing, internet marketing or web marketing.

Course Objectives:

Facebook marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

Prerequisite / Target Audience:

- No prior knowledge about marketing or digital marketing is required
- Basic knowledge required to speak and write English
- Have broadband internet access
- Have basic PC skills and online access
- Be fully committed to Squared!

Class No	Topic	Breakdown's
01	Facebook Marketing Orientation	<ul style="list-style-type: none"> ● What is Facebook Marketing? ● Why Facebook Marketing? ● Facebook Business Opportunities ● Create Facebook Page Professionally ● Facebook Page Optimization
02	Business Portfolio Manager	<ul style="list-style-type: none"> ● Core concept of Business Portfolio ● Why we need Business Portfolio ● Create Business Portfolio ● Business Portfolio Setup ● How to give access/remove access of Business portfolio ● How to Add Pages ● How to create Ad Account
03	Facebook Ad Campaign And Ads Structure	<ul style="list-style-type: none"> ● Core concept of Meta Ads Manager ● Campaign Structure ● What is AD SET & AD ● How to works AD SET & AD ● Discuss About Campaign Objective ● Run First Facebook Campaign

<p>04</p>	<p>Facebook Ads Optimizing, & Reporting & Measure ROI</p>	<ul style="list-style-type: none"> ● Ad Relevance Optimization Technique ● Ads Placement Optimization ● Ads Device optimization ● Ads Location optimization ● Age Group based optimization ● Bid and budget optimization ● What is Detailed Targeting and why ● Importance of detailed targeting ● How Detailed targeting works ● Advance Locations Targeting ● Demographics, Interests and Behaviors Targeting
<p>05</p>	<p>Advance Facebook with Detailed Targeting</p>	<ul style="list-style-type: none"> ● Engagement Ad ● Traffic Campaign ● Slide show ad ● Carousel ad ● Page like ad ● Message ad ● Single Image or Video Ads ● Lead ad
<p>06</p>	<p>Facebook Pixel & Data Tracking</p>	<ul style="list-style-type: none"> ● What is Facebook Pixel ● How It Works ● Importance of Facebook Pixel And data Tracking ● Facebook Pixel Setup On the Website ● What is Event Tool and How it works ● Track event on website
<p>07</p>	<p>Facebook Audiences & Remarketing</p>	<ul style="list-style-type: none"> ● Creating Saved/Core Audience ● Creating A Custom Audience for Retargeting ● Creating Lookalike Audience ● Creating a Audience from Meta Sources ● Creating Special Ads Audience

		for Client requirements
08	Facebook Sales Funnel, Ads Creative	<ul style="list-style-type: none"> ● Facebook Sales Funnel ● Importance of Facebook sales Funnel ● Understanding Facebook sales Funnel ● Facebook Ads Creative Overview ● AIDA Model Overview
09	Facebook Ads For e-Commerce	<ul style="list-style-type: none"> ● Create Meta Catalog ● Upload Products ● Create sets ● Create Instant Experience Catalog Ads ● Setup Collection Or catalog Ads For Ecommerce
10	Instagram Marketing	<ul style="list-style-type: none"> ● Instagram Marketing Overview ● Profile Setup and Customizations ● Instagram Business Profile ● Content creation ● Analytics ● Hashtag Research ● Run Instagram Ad
11	Advanced Marketing With Conversion Tracking	<ul style="list-style-type: none"> ● What is a conversion API? ● What is Client Server tracking? ● Importance Of Conversion Tracking ● Conversion API Generate ● Setup conversion API with Plugin
12	Course Special Segment Class	<ul style="list-style-type: none"> ● We Will Be Discuss About Your Career Goal ● Support Session And Much More
	The Journey Ends Here

Outcomes:

At the end of the course, participants will be able to:

- know about online & offline data-driven facebook marketing
- understand how to earn money through facebook marketing
- understand competitive analysis for smarter marketing.
- learn how to use dozens of proven data digital marketing strategies.
- learn how to use all of the most popular social media platforms to grow your business.
- see tangible results by taking action throughout the entire course.
- increase conversions and sales with real world techniques.
- improve your brand identity and grow your brand's audience.