



Title:

Lead Generation Using Social Media Marketing

Lead Generation Using Facebook Ads

Ultimate Facebook Lead Generation Bootcamp

Social Media Marketing (SMM) - Day 1

Social media is a new norm, even my grandmother has a Facebook and Twitter account. In this chapter, we covered Social media platforms such as Facebook. The pros and cons of using profile, groups, page for your business, how to get organic traffic, (especially trainer's secret strategies), increase likes and followers at this platform as well as power keywords for closing sales! We will also learn how to setup Facebook Page & essential setting.

Introduction to Social Media

Social Media Content Strategies

Facebook Marketing

Know Your Facebook Marketing Tools

Every business needs to have an office or a storefront; With digital presence, your business needs to have a website! A so-called online-presence. In this chapter, you will learn how to get publicity and awareness via website marketing, we will discuss a few types of website marketing strategies & how to choose the right platform to host your website platform. To accommodate

the Facebook Marketing & Ads strategies, we will focus on creating a landing page for Facebook Marketing & Ads usage.

Fundamental of Website Design and Development

Why a Business Website?

Choose Your Business Website Platform

Website vs Landing Page

Website vs Landing Page Component

Social Media Advertising (SMA) - Day 2

Paid media will always give you faster results and better ROI in business. In this chapter, we will learn how to create ads campaigns, why create ad groups, how to set audience targeting, and create ads. We will also cover ads creative, ads copywriting, split test and analyzing campaign results as well as measuring the campaigns effectiveness.

Introduction to Facebook ads

Understanding Facebook ad structure

Campaign objectives & marketing goal

Targeting the right audience

Budget, schedule & advance targeting

Choosing the best ad formats

Managing your campaign

Key metrics & optimization

Note: Course outline subject to change by trainer.

Agenda:

Day 1

9.00am-9.30am Registration
9.30-10.30 Facebook Marketing
10.30-11.00 Morning Break
11.00-12.30 Facebook Marketing (Continue)
12.30-1.30 Lunch Break
1.30-3.00 Website Marketing
3.30-4.00 Tea Break
4.00-5.30 Website Marketing (Continue)
5.30-6.00 Wrap UP (Q&A)

Day 2

9.00am-9.30am Registration
9.30-10.30 Facebook Ads Fundamental
10.30-11.00 Morning Break
11.00-12.30 Facebook Ads Campaign
12.30-1.30 Lunch Break
1.30-3.00 Facebook Ads Targeting
3.30-4.00 Tea Break
4.00-5.30 Facebook Ads Key metrics & optimization
5.30-6.00 Wrap UP (Q&A)