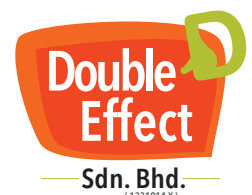


# **ESSENTIAL FACEBOOK MARKETING – 2023**

## Course Module and Outcome

HRDF HRDC Fully  
Claimable SBL-KHAS

MOF / ePerolehan



# ESSENTIAL OF COMPLETE SOCIAL MARKETING

**DAY 1 / 9AM - 1PM**

**MODULE 1 - FACEBOOK BASIC FEATURES**

## **FACEBOOK COURSE CONTENT**

How Facebook Marketing Ads Works

Facebook Ads Campaign Structure

Whats's CBO (Campaign Budget Optimization)

Design Awesome Images for Your Ads - Canva

Creating & Edit Video for Your Ads - FilmoraPro

What kind the Video Social Media Audience loves

How to Create Simple Videos for Your Ad (Using Your Product Images)

Step by Step Video Facebook Ad Creation

Copywriting for FB ads - Master the ad text of your ad  
Copywriting For FB Ads - AIDA and AIDACAS

Campaign Objectives

Manage Facebook with Hootsuite & Buffer

Getting Familiar With the Facebook Ad Manager Dashboard

Define the best conversion event and daily budget for your ads

Conversion event and daily budget: Step by Step Optimization

# ESSENTIAL OF COMPLETE SOCIAL MARKETING

**DAY 1 / 2PM - 5PM**

## **MODULE 2 - FACEBOOK INTERMEDIATE FEATURES**

*Business.facebook.com/creatorstudio*

How to choose the Ad Schedule, auto response in Facebook Page, Instagram and Business Page

A/B Test in multiples ads for best results

Best tactics to choose your target audience updated

Detailed Audience Targeting

Targeting Example (Fully explained)

Optimization and Delivery

Cost & Fees Control - Optimization & delivery

Tips in ad placements

How to set up your ad

Understand Facebook CBO Reporting

How to read data and which metrics are important

Ad with thousands -thousands of engagements and shares

How to set up a efficient ( Facebook Pixel Setup) retargeting & remarketing campaign

When to end an Facebook ad

When and How to scale your campaigns

How to boost your sales using lookalike audiences

Find your future customers / clients by testing and studying their psychology using Big Personal Trait - OCEAN ( politics technique)

# ESSENTIAL OF COMPLETE SOCIAL MARKETING

**DAY 2 / 9AM - 1PM**

**MODULE 1 - FACEBOOK ADVANCE FEATURES**

## **FACEBOOK ADVANCED CONTENT**

Understand future customer so you can properly structure your Facebook ad campaigns for potential success.

Gather knowledge about advertising across Facebook's family of apps and services. Through practices on ad policies, creative best practices and more, we'll share reliable strategies to help you create and run successful campaigns.

Advertising objectives and how they can align with your auto business goals to help you achieve the results you want.

Tools and resources you need to manage ads on Facebook. Learn about interfaces, buying types and more to determine the best options for your business.

Tools and solutions that help your business goals, whether that's increasing brand awareness, driving demand for your products or services, acquiring new customers or growing and cars in-store sales.

Influencers Marketing in Facebook by creating a Public Feature Page, rather than just cultivating a business presence, or sharing your experiences via a personal page, you can use Facebook as a Leadership Platform and connect authentically with people and potential clients.

Use Big Five Persona Trait OCEAN Marketing Strategy to build brand awareness and authority, indoctrinate target audience to the problem that their marketing question solves, and ultimately gets customers to leads on you.

# ESSENTIAL OF COMPLETE SOCIAL MARKETING

**DAY 2 / 2PM - 5PM**

**MODULE 2 - INSTAGRAM**

## **INSTAGRAM CONTENT**

Set up an Instagram account for your brand.

Formulate Account name and a theme for your Instagram.

Keyword research helps Instagram content in front of new audiences.

What is Instagram algorithm.

Instagram represents your brand and resonates with your target audience.

Attracting 10,000 real followers.

Convert followers to paying customers.

Observe your competitors account.

Instagram stories & Instagram live sessions.

## **INSTAGRAM OUTCOME**

Set up an Instagram Business account.

Reaching people on Instagram.

Instagram insights to analyze your audience.

Setting up promoted posts.

Presented By:

