



Asia Masters Center

# Facebook Marketing & Advertising Training



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## Facebook Marketing & Advertising Training

### ➔ Course Objective

- Understanding Facebook ad types
- Setting up an advertising account with Facebook
- Identifying and targeting your primary audience
- Choosing a budget
- Writing Facebook ads
- Boosting page posts
- Creating and scheduling reports
- Improving ad performance
- Understanding Facebook's ad policies

### ➔ Target Audience

- Marketers who want to use Facebook advertising effectively
- Business owner who want to use Facebook advertising to improve sales and fans

### ➔ Course Outline

#### **Day 1**

#### **Introduction to Social Media**

- Overview of Social Media
- 10 Benefits of using Social Media



## Asia Masters Center

- Define Target Audience Using Buyer Personas
- Introduction to Buyer Personas
- Creation of Buyer Personas

### Day 2

#### Facebook Page and Facebook Group

- Introduction to Facebook Fan Page
- Introduction to Facebook Group
- Building a Facebook Fan Page
- Fan Page Creation
- Facebook Marketing Fundamentals
- Introduction to different Ad tools
- Advertising Campaign Structure
- Types of Facebook Ads and Placements
- Facebook Ads Policy

### Day 3

#### Understanding Key Advertising Metrics

- Introduction to Key Metrics and Terminologies
- Facebook Ad Set Up
- Setting Up the Ad Manager
- Creating an Ad Campaign
- Managing Facebook Ads
- Other Facebook Advertising Options
- Using Different Advertising Options based on Objective

### Day 4

#### Facebook Pixel for Remarketing

- Introduction to Remarketing and Facebook Pixel
- Custom Audiences
- Formulate Facebook Marketing Strategies
- Steps to Craft Winning Marketing Strategies
- Using Analytics Data to Evaluate Performance

## **Day 5**

### **Leveraging on Facebook Publishing Tool**

- Using Publishing Tool to Increase Productivity
- Driving Engagement with Great Content
- Content Best Practices
- Integrating Creative Elements into Ads

### **➤ The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

### **➔ The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



## Asia Masters Center

### Price (USD)

Communicate with the training department  
to know the participation fees

➤ **There are offers and discounts for groups**

### The details of the bank account

**Bank name: CIMB Bank Berhad**

**Account name: Asia Masters Center SDN. BHD**

**Bank account number: 80-0733590-5**

**Swift code: CIBBMYKL**

**IBAN: Null**