


2 – DAY


FACEBOOK AND INSTAGRAM MASTERCLASS

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INTRODUCTION

A good Facebook and Instagram Marketing strategy will give outstanding results, engage the audience, exponentially increase the number of Likes and Followers on page, views on videos, lead and inspire the followers to take action and buy the products or services.

It will also define the target audience to ensure that the Ads are shown only to people who are interested in the products or the business and avoid spending money with Ads that do not work.

Learn By Doing

The course is largely interactive with projects, checklists and actionable lectures built into every section. Each section of the course is a step-by-step guide that not only gives you useful instructions about the topic it addresses but also proven methods that you can easily use to bring profits to the business.

METHODOLOGY

- Classroom Lectures
- Quiz and Test
- Practical Exercise Case Studies Learning Activities
- Group or Individual Work
- Self-evaluation Training

COURSE OBJECTIVES

By the end of this course, you will be able to:

WHO SHOULD ATTEND?

- Malaysian Youths
- School Leavers
- Those who want to upskill or reskill in digital marketing
- Solo Entrepreneurs
- Small Medium Size Entrepreneurs

- Develop the full range of skills to launch and manage Facebook Ads and Instagram like a Pro
- Target specific Facebook and Instagram users using demographics, interests and geography
- Use features of Facebook page, group, marketplace, LIVE
- Create custom and look alike audiences for Facebook
- Facebook and Instagram remarketing strategies
- Understand the fundamentals of the Facebook and Instagram for Business ecosystem and launch effective ad campaigns using the full suite of Facebook and Instagram for Business features
- Identify your Facebook, Instagram or Messenger advertising objectives
- Build core, custom and look alike audiences within Facebook and Instagram for Business

PROGRAM OUTLINES

MODULE 1: MARKETING FUNDAMENTAL

- Strategic Marketing Approach
- Setting Digital Marketing Goal
- How To Build Sales Funnel
- How To Identify Customer Persona
- Audience Insight For Audience Targeting
- Case Studies
- How To Create Powerful Content

MODULE 2: FACEBOOK MARKETING

- Set up new Facebook Business Page
- Facebook page optimisation
- Facebook content optimisation
- Facebook LIVE, Facebook Stories, Facebook Event and Facebook Group Creation
- Facebook Ads Campaign
- A/B Testing Optimisation

MODULE 3: INSTAGRAM MARKETING

- Setting up Instagram Business account
- Instagram links to Facebook Business Page
- Instagram Ads Campaign Creation
- Optimisation of content management

MODULE 4: LINKEDIN MARKETING

- LinkedIn personal profile
- Curation of LinkedIn content and optimisation
- Content strategies

MODULE 5: YOUTUBE MARKETING

- Setting up YouTube Account
- Simple Video Creation With Free Apps
- YouTube Ads Setting
- YouTube SEO