

2 – DAY FACEBOOK AND INSTAGRAM MASTERCLASS



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.

Course Objectives

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

- 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

Methodology

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

Who Should Attend?

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



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Course Outline

MODULE 1: STRATEGIC MARKETING FRAMEWORK

- Sales Funnel (Product/ Service)
- Target Customer Profiling
- Case Studies
- Get the right content

MODULE 2: FACEBOOK MARKETING FOR BUSINESS

- Facebook page optimization
- Facebook content optimization
- Facebook Ads Campaign
- A/B Testing Optimization

MODULE 3: FACEBOOK ADVANCED MARKETING

- Landing Page Creation
- Facebook Pixel set up & analytic
- Custom Audience By video views, Facebook engagement page, website traffic
- Lookalike Audience
- Remarketing Strategies

MODULE 4: INSTAGRAM MARKETING FOR BUSINESS

- Build IG professional profile
- IG Ads Optimisation
- Share IG profile
- Identify followers
- Identify useful hashtag

MODULE 5: INSTAGRAM CONTENT CREATION

- Quality content creation
- Schedule content copy (Creator Studio)
- IG Content Attention Retention

