

<b>TRAINING PROVIDER</b>	
Singapore Professionals' and Executives' Cooperative Limited	
<b>COURSE INFORMATION</b>	
Course Title	<b>A Beginners Guide to Facebook (Meta) Marketing &amp; Advertising</b>
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
<b>COURSE OUTLINE</b>	
<b>Course Overview &amp; Objectives</b>	<p>In today's business world, Facebook (FB) Marketing can help companies in promoting its brands and maintaining its presence on the giant social network. FB Ads can help a business get more visibility, target greater site traffic as well as be easily found by new customers.</p> <p>This intensive Facebook Marketing workshop covers latest trends, key concepts, framework, and techniques with successful strategies for sales growth.</p> <p>This course is designed to equip participants with practical knowledge and skills in developing a FB marketing strategy to increase brand awareness and review and optimize performance.</p>
<b>Course Contents</b>	<p>The course will cover the following topics in depth:</p> <ul style="list-style-type: none"> <li>• Introduction of Facebook Platform</li> <li>• Understand the different Personal, Page &amp; Group</li> <li>• Creation of a Facebook Page &amp; Best Practices</li> <li>• Setting Up Facebook Ads Manager account</li> <li>• Audience Segmentation</li> <li>• Fundamental of Facebook pixel</li> <li>• Facebook Ad Creative Best Practices</li> <li>• Facebook Audience Insight</li> <li>• Launch FB Ads campaign</li> <li>• How to monitor FB ads performance</li> </ul>
<b>Learning Outcomes</b>	<p>Upon successful completion of the course, participants will learn:</p> <ul style="list-style-type: none"> <li>• how to create &amp; manage FB Page</li> <li>• how to create &amp; optimize Facebook Ads in FB Ads Manager account</li> <li>• how to set-up FB Ad creative</li> <li>• the fundamental of FB pixel</li> </ul>
<b>Learning Methodology</b>	<p>The workshop is delivered in an interactive learning setting with mini lectures, presentation, demonstration, hand-on practices, Q&amp;A sessions, and feedback to maximise the participants' learning abilities.</p>

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<b>Who Should Attend</b>	HODs (Sales, Marketing, Supply Chain, Logistics & Finance) and Sales & Marketing Executives, Business Owners, Entrepreneurs and interested individuals who want to understand the impact of FaceBook marketing on their business.
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