

Facebook Marketing

Introduction

This one-month Facebook Marketing course is designed to provide participants with an understanding of effective marketing strategies and techniques. The course covers the fundamentals of Facebook content creation, audience targeting, advertising, and performance analysis.

REQUIREMENTS:

- Age: 16 years and above
- Education: Minimum Matric
- Should know how to operate a mobile and computer
- Know-how of new trends of social media
- Fundamentals of English skills

CURRICULUM:

Sr. No.	Contents
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1	Introduction to Facebook Marketing • Understanding the importance of Facebook for businesses • Market research and creating goal • Creating a Facebook Business Page • Optimize page • Assignment: Students create and optimize their Business Pages
2	Creating Compelling Content using AI • Introduction of Canva • Introduction of Chatgpt • Introduction of content-writing tools • Create engaging text and visual content • Best practices for image and video posts • Understanding the Facebook algorithm • Assignment: Students create a logo, banner, image post, video post, blog post, and caption
3	Building a Community • Utilizing Facebook Groups for marketing • Engaging with your community • Encouraging likes and shares • Assignment: Students create or join relevant Facebook Groups and engage with the community
4	Facebook Live and Stories • Leveraging live video for marketing • Creating compelling Stories • Real-time audience interaction • Assignment: Students host a Facebook Live session or create engaging Stories for their business

5	Facebook Advertising Basics • Introduction to Facebook Ads • Creating a boosted post • Setting up a small ad campaign • Assignment: Students create their first boosted post and run a simple ad campaign
6	Analyzing Results • Using Facebook Insights • Understanding ad metrics • Making data-driven decisions • Assignment: Students analyze the performance of their ad campaigns and make adjustments based on insights
7	Advanced Facebook Ads • Advanced ad strategies (retargeting, lookalike audiences) • Budget scaling and management • A/B testing for optimization • Assignment: Students set up advanced ad campaigns and perform A/B testing
8	Final Projects and Assessment • Students present their Facebook marketing campaigns • Peer review and feedback • Discussion of best practices and future strategies • Final assessment

Outcomes:

- Understand the role and importance of Facebook marketing.
- Develop theoretical and practical skills in Facebook marketing.
- Learn and apply marketing strategies through Facebook.
- Identify and present how business can be scaled with an optimal Facebook marketing plan.
- Build and reach a target audience on Facebook.
- Learn to build community around Facebook for your business or brand.
- Learn to run advertisement campaign for your business or brand over Facebook.

BENEFITS:

- Identification and application of Facebook marketing with a greater target audience and client engagement.
- Analysis and implementation of marketing strategies on Facebook.
- Promotion and building of brand identity, visibility, awareness and larger target audience.
- Development as a digital entrepreneur with an online business model.

