

Advanced Facebook Techniques

Learn the Powerful
Business Tools in
Facebook

One Day Training



Course Outline

With over 1.2 billion users worldwide, chances are you are familiar with the Facebook social media platform but are probably not using its full potential when it comes to your organisation or business.

This advanced Facebook marketing training course introduces you to the more in-depth and business specific features that exist in Facebook, allowing you to utilise the more powerful techniques when it comes to social media marketing.

By learning these advanced techniques, you will be equipped to harness the full power of Facebook as an effective part of your online digital presence. You will also learn methods to engage effectively with your followers through contests, promotions and interactive postings.

This one day training course uses a combination of practical exercises, presentations and case studies, as well as some technical methods to access some of the more uncommon features of Facebook.

The training course lasts one full day starting at 9.00am until 5.30pm, and is inclusive of course materials, certificate and complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will be able to:

- Understand how to strategically plan your Facebook campaign
- Understand the latest technical advances Facebook has to offer
- Implement Facebooks Apps and customised content
- Create, develop and manage successful Facebook Pages
- Understand your Facebook Advertising options and challenges
- Monitor and measure your Facebook campaign performance
- Understand the privacy and legal issues around Facebook

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients



Course Programme

- What are the latest trends?
- How does Facebook fit into a wider social media strategy?
- The latest Apps
- What is Facebook Connect and what does it make possible?
- Adding 'Share' and 'Like' buttons on your own website
- What makes a successful Facebook Page?
- How to bring in content from an external sources
- Embedding posts
- Retention: growing a page vs. maintaining a page
- How much content to produce? Content creation vs. content curation
- Running competitions
- What does a 'Like' really mean?
- Managing your pages
- When and why to get an agency involved
- Top do's and don'ts
- Searching and installing apps
- Creating custom apps
- SSL certification process
- What is the Facebook API and what does that mean?
- Top tips on what to do and what to avoid
- What advertising options are available
- How to make a Facebook ad
- Data and demographic targeting
- Purpose of ad campaign – conversion into what?
- A/B Testing and optimisation
- What can be measured and monitored?
- Industry benchmarks
- Measurement tools
- Measuring success beyond your Facebook Page and 'Likes'
- The personal vs. professional grey area
- Resources and staffing
- Costs and budgeting
- Sponsored Stories
- Facebook Places and check-ins
- Facebook credits
- Facebook and ecommerce
- In-depth measurement and analysis

Course Trainer

Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Facebook for Business
- Mobile App Development for Business
- Search Engine Optimisation (SEO)
- Advanced Facebook Techniques
- Essentials of Image Editing

ADVANCED FACEBOOK TECHNIQUES

Learn Powerful Business Tools in Facebook

COURSE FEES: \$350.00 per delegate

COURSE PROGRAMME:

9.00am:

Arrival and Introduction

10.30am - 10.45am:

Morning Tea Break

12.30pm - 1.30pm:

Lunch Break

3.00pm - 3.15pm:

Afternoon Tea Break

9.15am - 10.30am:

Promoting Your Page

10.45am - 12.30pm:

Creating Customised Apps

1.30pm - 3.00pm:

Facebook Ads and A/B Testing

3.15pm - 5.30pm:

Using Facebook Audience Insights

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	
COURSE DATE REQUIRED:	

	FULL NAME	NRIC	DATE OF BIRTH
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances.

Please print and email this form to: info@charlesmann.com.sg

Alternatively, please post to: Grandlink Square, 511 Guillemard Road, #B1-03 Singapore 399849

On receiving this form, we will email you a pro-forma invoice. Payment can be made direct into our OCBC bank account:
OCBC Bank, Account No. 6894 8672 8001
Charles Mann Academy Pte Ltd

* Dates and/or venues can change due to unforeseen circumstances.