



Facebook Marketing for Business





Course Overview

Starting a Facebook Page is easy. Knowing what to post, who to target and how to turn your Page into a tool that supports your business is where the real challenge begins.

This hands-on course is designed for beginners who want to start using Facebook Pages and Facebook Ads effectively for marketing. You'll learn step by step how to set up and optimise your Page, create engaging content, reach the right audience and use Facebook Ads to promote your products or services.

You'll also discover how AI tools can help you create better content, generate marketing ideas, write ad copy and speed up your everyday Facebook marketing tasks.

Whether you're launching your first Facebook Page, promoting a business or taking over your company's social media marketing, this course gives you the practical foundation to market with confidence and make your Facebook Page work harder for your business.

Course Content

» Module 1

Introduction to Facebook Marketing

- Understand Facebook's role in today's digital marketing ecosystem and its potential business reach.
- Explore how people use Facebook for communication, entertainment, news, networking and discovering brands.
- Understand user behaviour and intent to identify opportunities for business engagement.
- Learn how Facebook can support brand awareness, customer engagement and lead generation.

» Module 3

Setting Up a Facebook Business Page

- Create and configure a professional Facebook Business Page from scratch.
- Optimise your Page name, category, description, profile and cover images for better branding.
- Set up CTAs, customised Page usernames and essential business information.
- Configure Page access, roles and permissions for team members.
- Apply practical Page optimisation techniques to improve credibility and discoverability.

» Module 2

Introduction to Facebook Pages

- Understand how Facebook Pages provide a professional online presence for businesses.
- Learn the key differences between Facebook Pages and personal profiles.
- Explore business tools including Page Insights, Ads Manager and Meta Business Suite.
- Understand how Pages help businesses connect with customers and manage their online presence.

» Module 4

Facebook Content Strategy & Algorithm

- Understand how Facebook's algorithm determines which content users see.
- Identify your target audience, customer pain points and unique selling propositions (USPs).
- Use AI tools such as ChatGPT and Gemini to research audiences and develop content ideas.
- Build a balanced content strategy using educational, entertaining and promotional content.
- Create engaging content using photos, videos, Reels, storytelling, Live and other formats.



» Module 5 Meta Business Suite & Content Management

- Use Meta Business Suite to manage Facebook and Instagram content from one platform.
- Create, schedule and organise posts and Stories using the Planner.
- Plan consistent content calendars and manage campaigns more efficiently.
- Use Insights and analytics to monitor reach, engagement, audience demographics and content performance.
- Apply testing and performance insights to improve future content.

» Module 7 Audience Targeting & Facebook Ads Fundamentals

- Define your target market, target audience, buyer personas and customer journey.
- Understand Cold, Warm and Hot audiences and how to reach them at different funnel stages.
- Compare Boost Post, Page advertising tools and Ads Manager for different campaign needs.
- Understand key advertising metrics including Reach, Impressions, Frequency, CPM and Cost Per Result.
- Learn fundamental ad policies, campaign planning, budgeting and best practices for effective Facebook advertising.

» Module 6 Managing Customer Communication & Automation

- Manage Facebook, Instagram and WhatsApp conversations through a unified inbox.
- Set up automated greetings, away messages, FAQs and keyword-based responses.
- Create saved replies to respond to common customer enquiries faster.
- Use customer labels and lead stages to organise conversations and follow-ups.
- Build a more consistent and efficient customer communication workflow.





Course Summary

Designed for beginners and intermediate users, this course provides a practical introduction to Facebook's advertising ecosystem, helping you build a strong foundation from the ground up. Through hands-on activities, you'll learn how to create and manage Facebook Pages, generate engaging content with AI, optimise advertising campaigns, and analyse key metrics to improve performance and achieve better results.

Course Objectives

- ▶ Build and execute a robust, strategy-driven Facebook marketing plan.
- ▶ Gain complete command over Facebook's advertising ecosystem.
- ▶ Set up, configure, and optimise a high-converting Facebook Page.
- ▶ Deploy diverse post formats for maximum audience engagement.
- ▶ Generate qualified business prospects consistently through Facebook.
- ▶ Optimise your sales funnel using powerful Facebook strategies.
- ▶ Scale your business by setting up, managing, and analysing high-impact ads.
- ▶ Supercharge content and ad creation using advanced AI tools.
- ▶ Interpret critical metrics and extract actionable insights from ad reports.

Course

Learning Outcomes



1.

Craft a Winning Facebook Marketing Strategy

Grasp the importance of a robust strategy, navigate Facebook's advertising ecosystem, and learn from successful campaigns.

2.

Build & Optimise Your Facebook Page

Master the process of creating and setting up a Facebook Page, implementing best practices, and utilising AI for creative content.

3.

Master Facebook Post Types

Gain expertise in using different post formats, leverage AI for content creation, and get hands-on practice crafting engaging posts.

4.

Uncover Your Audience

Utilise Facebook Insights and AI-powered analysis tools to understand your target audience for effective marketing.

5.

Funnel Mastery

Navigate the sales funnel concept, develop strategies to nurture leads, and leverage AI to optimise your funnel for conversions.

6.

Facebook Ads Powerhouse

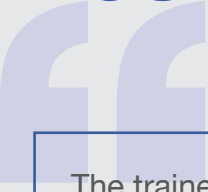
Learn to create, target, and manage Facebook Ads effectively, while harnessing AI tools for success.

7.

Crack Facebook Ads Reporting

Become proficient in interpreting key metrics, analysing reports, and troubleshooting underperforming posts.

Testimonials



The trainer, environment, and content are all excellent.

Kek Hai Xuan

*Admin
Leca Academy*

Understand more and know how to use this powerful Facebook target of the right audience with zero cost.

Denise Lau

*Senior Executive of Sales & Marketing
KCC Development Sdn Bhd*

It was a perfect course, in future I would like to take many courses from Online Marketing Academy.

Suriyaraj a/I Sivekumar

SKR Trade

Thank you for let me learn the new things that I don't know before this. (New setting and system).

DYG Nurain Binti Abang Hussien

Sports Prima

Experience Trainer, the whole session feel great. The interaction with trainer is a good experience

Cathrine Ong Heon Fei

*Procurement Executive
Singapore*

Good material, well-understanding lecture, organizing & systematic way to guide the student. Definitely will share to those who need the skills.

Vincent Hwang

*Director
Hwang Physio Kit*

Thanks for a comprehensive Facebook marketing session and now I have a better and clear understanding in Facebook advertisement.

Chew Kian Hong

*Negotiator
Tophills Realty*

Detailed and covering more than just Facebook Marketing.

Tok Chun Jie

*Business Development Manager
Pipemaster Sdn Bhd*

Certified Trainer



Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Martin Tan

HRD Corp Accredited Trainer

Martin Tan brings a multidisciplinary approach to digital marketing, combining his expertise in AI, data optimisation, visual design, publication, and persuasive copywriting. His training goes beyond campaign management, helping students create compelling marketing assets, develop strong brand voices, and integrate creative storytelling with performance-driven strategies to engage audiences and improve conversions.



Course Duration:

1 Day

Course Fee:

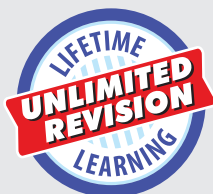
RM1,200 + 8% SST
*per pax

Time:

9:30am - 5:30pm

Delivery Method:

**Face-to-Face or
Online (Zoom)**





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