



Facebook Marketing For Business

Unlock the power of Facebook Marketing with our immersive, hands-on course! Designed for beginners to intermediate users, this course will teach you how to set up and optimise Facebook Ads, understand key metrics, leverage AI tools, and create effective sales funnels.

Join us and transform your Facebook marketing skills today!

What you will learn:

- Introduction to Facebook and how AI is utilised in Facebook Marketing
- Understanding Facebook marketing strategy & overview of its advertising ecosystem
- Create and optimise your Facebook Page
- Utilising different Posts Types for Success
- Identifying and creating business prospects with Audience Insights
- Introduction to Facebook Funnel and how it works
- Setting up and managing your Facebook Ads with best practices
- Analysing Facebook Ads reporting and metrics
- PLUS: How to make use of AI tools along the way

Course Duration:

1 Day

Time:

9:30am - 5:30pm

Course Fee:

RM1,200 + 8% SST
*per pax

Delivery Method:

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



Certified Head Trainer

HRD Corp Accredited Trainer

Johnson Lai is one of the pioneer Meta Certified Lead Trainer in Malaysia, having passed Meta's rigorous Certified Professional exams for Meta Certified Lead Trainer as well as Meta Certified Media Buying Professional. There are only a handful of individuals to have attained the status of Meta Certified Trainer in Malaysia. In fact, he is the first Meta Certified Trainer in Johor Bahru to have attained this badge!

A Certified Digital Marketing Trainer from the Digital Marketing Institute (DMI) of Dublin, Ireland, Johnson is also one of the few persons authorised to conduct the "Extended Diploma In Digital Marketing" in this region.

