



Jump Start Your Business With Facebook Marketing

Whether you are just getting started on Facebook or are already up and running, you can't afford to make mistakes or waste your time on Facebook marketing.

Facebook is the biggest social network - if you want to stand-out online, you must discover exactly how to get marketing results for your business with this **Facebook Marketing For Business**.

What you will learn :

- Understand and develop robust Facebook Marketing strategy
- How to optimize Facebook Post Type and Content (Dos and Don'ts)
- How to identify and create business prospects using Audience Insights, Custom Audience and Lookalike Audience.
- How to develop Facebook Sales Funnels to attract more sales
- How to create Facebook Pixels for re-marketing
- Setup Facebook Ads account (Dos and Don'ts)
- Create Ads Campaign, develop Ad Set and manage Facebook Ads using Facebook Ads Manager (Not Boost Post)
- How to analyse Facebook Ads reporting and metrics (CPC, CPM, CTR, Relevance Score...)
- How to optimize Facebook Ads for more results
- How to safe guard your Facebook Page security

Course Duration: **1 Day**
Time: **9:30am-5:30pm**
Course Fee: **RM1,060/pax**

*include 6% SST



Our Certified Trainer :

Johnson Lai has more than 15 years of experiences in Digital Marketing. He plays an active roles as Corporate Digital Marketing Consultant, Digital Marketing Certified Trainer, Social Media Strategist and Speaker.



CALL OR WHATSAPP
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