Course: Facebook Marketing

Duration: 60 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

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- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
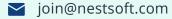- Microsoft Excel
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Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

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Section 1 : Overview of FB social media platform

✳ Market penetration potential of Facebook in the local context

✳ The current & future Facebook ecosystem

✳ Differences of FB advertising as compared to other marketing channels

✳ How to do identity and streamline your target customers on Facebook

✳ via Audience In ights

✳ Defining people based marketing â€" Core Audiences, Custom Audiences

✳ and Look a like Audiences

Section 2 : Setting Up Facebook Marketing Assets(Facebook Page,

✳ Business Manager, Facebook Ads)

✳ Creating a Facebook Page for their Company / Brand

✳ Facebook page is popular with key messages and branding assets of the user

✳ Facebook page optimizes for more discovery

✳ Setting up a Facebook business manager

✳ Facebook creates advertising advertisements and provides access to shareholders

✳ Enabling the Facebook Advertising Pixel and installing the Pixel in the digital

✳ assets of the organization

✳ Anatomy of Facebook Advertising Campaigning Campaign

✳ (Campaign, Adset, Ad Levels)

Section 3 : Develop and manage Facebook ad strategy

✳ Core Audience (Retrieving Locations, Age, Gender, Languages, Interests,

✳ and other Digital Elements from Facebook)

✳ Custom Audience (aim for customer file, website traffic, app activity,

* offline activity, interaction)

* Lookalike audiences (expanding similar audiences based on a set of audiences

* that is defined by the business)

* Understanding the advantages & disadvantages of the different audiences

* Guided creation of audiences

* Placements of ad creatives on Facebook & Instagram

* Scheduling and budgeting

  Section 4 : Facebook Analytics, Reporting and Optimisation

* Highlighting the different marketing objectives that are available

* on the FB advertising platformUnderstanding the pros & cons of

* each objective and how they are to be used effectively

* Suggestions on Improving relevancy score to get lower CPCs & CPMs

* Essential Facebook Advertising metrics to track and measure

* Best practices for design creatives & copyrighting

(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.

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