

Facebook and Instagram Masterclass Outline

Trainer: Nowrid

Module 1:

- What is Social Media Marketing
- Digital Marketing vs Social Media Marketing
- Social Media marketing for Business
- What is marketing framework
- Customer journey, Customer Avatar and understand strategy before start Social Media marketing
- Key terminology use in Social Media marketing

Module 2:

- What is Facebook Marketing
- Features of Facebook for Marketing and promote your brand
- Introduction to Paid, Non-paid, Partnership and Influence marketing feature in Facebook
- What is Business Page and How to create it (hands on)
- How to connect different tool with Facebook business page (Hands on)
- What is Canva? And how we can use it for Facebook post Graphics (Hands on)
- Tools we can use to create videos and images for Facebook post
- Creator Studio in Facebook: How to make your first post and schedule it
- How to check analytics of Facebook post

Module 3:

- Introduction to Instagram and how can we use it for business in Malaysia
- Introduction to LinkedIn and how can we use it for business in Malaysia
- Introduction to Twitter/Tiktok and how can we use it for business in Malaysia
- Tools to use to make posting in different social media together
- Best practice for different social media platform
- Case Study/Task/Group work

Module 4:

- What is Facebook ads and why do we need it?
- Use of Facebook ads in Malaysia

- What do we need to set up my business account for advertisement?
- What is business manager? How to add your business page and ad account here?
- What are the common mistakes business are doing when they are running ads?
- Key terminology use in paid ads

Module 5:

- Campaign structure in Facebook ads and why do you need to understand it?
- Different kinds of Facebook ads and why do you need different ads for different campaign?
- Introduction to Ad Manager to run ads
- Steps of running paid ads by using ad manager
- How to run lead gen ad and create form?
- How to set up Demographics for new audience
- What is retargeting and why do we need it?
- What is Custom Audience and Lookalike audience and use of it
- What is dynamic creative
- What is Campaign Budget optimization
- How to create multiple ad sets and ads? And why it is important?
- What is Pixel and how to set up it

Module 6:

- How to optimize your ad performance?
- How to write and create nice visual and copy for your ads?
- Importance of CTA and make it relevant with your ad
- How to see analytics? And take action
- What Metric to follow
- Understand the ad funnel and implement it

Expected outcome:

- Understand social media marketing and Facebook marketing, how it works,
- What to do and what not to do to avoid ban from facebook and instagram
- Create business page, Group, Shop in Facebook
- Connect and use different tool for Facebook marketing
- This course will help you to have better understanding about Facebook paid ad and advanced class as well.
- How to create copy, visual and posts and manage social media
- Learn how to use digital ads at every stage of the buyer's journey
- Explore the social media and paid search advertising platforms
- Create effective digital ads that achieve your advertising goals
- Understand how to run ads and do retargeting in Facebook and Instagram
- How to get more conversion from ad
- Budget distribution and ad optimization
- How to write better copy and choose better visual for ads
- Ad funnel