



Facebook Marketing Training Course

Project Based Immersive Learning Course

Facebook Marketing Training Course Overview

Samboodhi and Education Nest offer a comprehensive Facebook Marketing training, introducing learners to the dynamic world of Facebook marketing. This free course covers essential topics, ranging from creating an impactful presence on the platform to leveraging Facebook advertising. Designed for beginners and aspiring marketing professionals, the training emphasizes practical skills and hands-on experience. Acquiring these skills is crucial for success in the highly competitive job market. By completing this Facebook Marketing certificate course, you can enhance your career prospects in digital marketing. Whether you are a marketing manager or a content writer, this course caters to individuals seeking to enhance their skills in the marketing and advertising industry. Expand your knowledge and gain a competitive edge with our Facebook Marketing training from industry experts.

Benefits of Facebook Marketing Training Course:

The Facebook Marketing course offers a range of benefits that can greatly enhance your marketing skills and career prospects. By enrolling in this course, you will gain a deep understanding of the Facebook platform and its marketing potential. You will learn how to

create compelling and engaging content, target specific audiences, and leverage Facebook's powerful advertising tools. The course provides hands-on experience, allowing you to apply your knowledge in real-world. Additionally, as Facebook is one of the largest social media platforms with billions of active users, mastering its marketing strategies will open up numerous opportunities. Whether you are a marketing professional or an aspiring marketer looking to kickstart your career, the Facebook Marketing course equips you with the expertise and knowledge to succeed in digital marketing.

Who should learn?

The Facebook Marketing Course is suitable for a wide range of individuals, including:

- Fresher's
- Small business owners
- Bloggers, Influencers, Public Figures
- Online marketers and marketing reps
- Digital Creators
- Advertising managers
- Business Professionals
- Corporations
- Anyone looking to Master Facebook Marketing!
- Anyone looking to Master Facebook Ads!

Why do you need Facebook Marketing Training Course?

Average Salary Growth:

The average salary of a Facebook Marketing Professional can vary depending on factors such as experience, location, industry, and job responsibilities. According to available data, the average annual salary for a Facebook Marketing Professional ranges from \$45,000 to

\$85,000. However, highly experienced professionals or those in senior positions may earn significantly higher salaries, potentially exceeding \$100,000 annually.

Industries:

Facebook Marketing has a high demand across various industries and multinational corporations (MNCs). With its vast user base and powerful advertising capabilities, Facebook provides businesses with a valuable platform to reach and engage their target audience. Industries such as e-commerce, retail, technology, media and entertainment, healthcare, and hospitality are actively leveraging Facebook Marketing to promote their products and services.

Position in Market:

Facebook has become a global platform with over 1.8 billion users. Notably, 70% of users who "Like" brand pages on Facebook have engaged with the product or services. Additionally, 30% of users visit the platform to explore deals. Each day, Facebook records 4.7 billion likes on posts and pages, along with over 360 million photos upload. In 2021, Facebook marketing is expected to generate an impressive USD 94.69 billion in advertising revenues, further highlighting its significant role in the digital advertising landscape.

Designations:

- Social Media Marketer
- Facebook Marketing Manager
- Digital Marketing Executive
- Paid Marketing Specialist
- Social Media Marketing Specialist

Why Facebook Marketing Training Course from Education Nest

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**

- **Flexible Schedules**
- **24x7 Support**
- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

Key Skills Covered:

- Facebook Marketing
- Facebook Advertising
- Facebook targeting
- Facebook Algorithm
- Facebook Privacy and Security

Facebook Marketing Training Course Syllabus

Module 1: Introduction to Facebook Marketing

- What is Facebook Marketing
- Why your business needs Facebook Marketing
- 10 Benefits of using Social Media
- Different Types of Facebook Marketing campaigns
- Facebook Business Manager Guide
- Facebook Ads

Module 2: Different types of Facebook account

- Introduction to Facebook page
- Introduction to Facebook account
- The relationship between a Facebook account and a Facebook page

Module 3: Introduction to Facebook Page

- Facebook Page Optimization
- SEO Tips for your Facebook Page
- How to Use Keywords in your Facebook Page Description
- Facebook Options for Business

Module 4: Understanding the Facebook Algorithm

- Facebook algorithm
- History of Facebook algorithm
- Facebook algorithm works in 2022
- Tips for working with the Facebook algorithm

Module 5: Managing Facebook

- Managing Facebook
- Facebook Business Manager
- Publishing, Scheduling, and Moderation
- Facebook Page Insights
- Facebook Productivity Tools
- Facebook Pages, Groups, and Events Policies

Module 6: Facebook Marketing Tools

- Introduction
- Facebook's Social Plugins
- Facebook Rights Manager
- Set Up Facebook Local and Facebook Place
- Facebook and Non-Facebook Marketing Tools

Module 7: Understanding of Facebook Ads

- Introduction
- Global Advertising Spend by Media

- Facebook Ad Campaign Structure
- Facebook Ad Objectives
- Facebook Ad Targeti
- Facebook AdAd Formats
- Facebook Ad Placements
- Facebook Ad Performance
- Facebook Ad Budgeting
- Facebook Ad Testing
- Facebook Ad Tools

Module 8: Creating Your Facebook Ad

- Introduction
- Facebook Ad Managerv
- Create Your Facebook Ad Campaign
- Create Your Facebook Ad Set
- Create Your Facebook Ad
- Facebook Ad Images and Text
- Facebook Ad Review Procecess

Module 9: Types of Facebook Ads

- Lead Generation Ads
- Remarketing/Retargeting Ads
- Dynamic Ads
- INSTAGRAM ADS on FACEBOOK!
- Advanced Instagram Guides
- Local Business Ads on Facebook
- Facebook Messenger – PDF
- Messenger Chat Bots Ultimate Guide
- Facebook Offers and Facebook Offer Ads
- “Click to Call” or “Call Now” Facebook Ads

Module 10: Facebook Targeting

- Targeting on Facebook
- Facebook Audiences - Create a Custom Audience
- Facebook Audiences - Create a Lookalike Audience
- Facebook Audiences - Create a Saved Audience

Module 11: Facebook Tracking and Reporting

- Introduction
- Facebook Tracking
- Facebook Analytics

Module 12: Facebook Commerce

- Introduction
- Setting up Your Facebook Shop
- Creating Your Facebook Catalog
- Using Facebook Dynamic Ads

Module 13: Facebook Privacy and Security

- Introduction
- Facebook Ad Policies
- Data Use Restrictions
- Facebook Ads Post GDPR
- Ads Politics or Issues of National Importance

Career Support

Profile Building:

At Samboodhi and Education Nest, we provide the services of experienced professionals who can offer personalized assistance in crafting your CV and online profiles. They take

into account your unique educational and experiential background, ensuring that your job application stands out from the rest.

Interview Preparation:

The upcoming interview preparation service will provide individuals with personalized one-on-one sessions tailored to their specific needs. Additionally, if required, the service will offer the option for mock interviews, allowing individuals to practice and refine their interview skills in a simulated environment.

Job Referrals:

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.

Continuous Support:

At Sambodhi and Education Nest, we provide ongoing support to our learners for as long as they need it. Many of our learners have received multiple job offers and promising employment opportunities as a result of the skills they acquire during our program.