



+ 91 9895490866



[join@nestsoft.com](mailto:join@nestsoft.com), Infopark, Kerala.

## Syllabus - Facebook Marketing Training

### 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 Insights
- Defining people based marketing – Core Audiences, Custom Audiences & 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 platform
- Understanding 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

#### Training Fees / Duration (Rs. 2,500/- Onwards)

- Internship for BTech, MTech, MCA, BCA, Bsc, B.Com, M.Com, MBA Students
- Duration: 1 Week to 6 Months
- Internship Training on real projects
- Training / Internship by Experienced Professionals
- Online / Live / Direct Classes

#### Our Unique Features

- Training by 3 to 18+ Years of Industry Experts
- 500+ More Projects / Clients
- 1000+ Success Stories
- Placement Assistance with our own Job Portal ( [jobsNEAR.in](http://jobsNEAR.in) )
- Advanced level Training
- Individual Attention
- #1 Online Live Training in Kerala, Since 2001
- Completed 500+ Seminars
- Completed Seminar 25000+ Students
- Internship on Real Time Projects
- Kerala's first online live training institute

**Jobs**  **NEAR**.in