MODULE 1 (WEEK 1)

LESSON 1 - "WHAT TO EXPECT FROM THIS COURSE"
- What to expect from this course
- Course Structure
- Strategies you’ll lean
- How to use this course
- Providing Value
- How Facebook differs from other social media
- Running the numbers, who are the best?

LESSON 2 - SETTING UP YOUR BUSINESS
- Facebook Profile Setup
- How to make a professional Facebook page
- Setting up Facebook Pages
- Setting up your Facebook business manager
- What to offer in your Facebook pages
- Organic vs Paid reach
- Facebook Groups
- Setting up Facebook Groups
- Creating invite-only groups for your most engaged audience members

LESSON 3 - CONTENT TYPES AND STRATEGIES
- Content Types for Facebook
- Facebook-on Mobile
- "How To" posts
- Video tutorials
- Interviews
- Industry-specific stats
- Industry news
- Weekly roundups
- Company mentions
- Q&A’s
- Lists
- Checklists
- Testimonials
- Facebook messenger marketing + many chat
- Facebook Live & How to run webinars & live content
- How to go viral with your Facebook post
- How to turn your Facebook page into a shop
- Group vs page content
- Engaging content types

MODULE 2 (WEEK 2)

LESSON 1 - ORGANIC POSTS
- Understanding Facebook’s News Feed algorithm
- Publishing evergreen content
- Using organic post targeting
- When to post?
- Posting based off your audience
- Facebook Native posting
- Testing your post frequency
- Boost Your Facebook Organic Reach
- Partnering up with other Facebook pages
- Using advocacy to grow your brand
- How To Track and Analyze Your Current Organic Reach
- How to build presence and authority

LESSON 2 - PAID MEDIA
- Understand the Facebook auction
- Manual bidding, how does it actually work
- Facebook Pixel, why you need to use it
- Machine learning & pixel tracking
- Ad types: Image, how it works and examples
- Ad types: Video, how it works and examples
- Video ads vs text ads
- Ad types
- Managing Ads Manager
- Choosing the right bidding Strategy
- Why Control Matters in Bidding
- Campaign budget optimization
- How bid strategy affects your costs
- Cost vs control
- Bid constrained vs budget constrained
- FB Ad Templates

LESSON 3 - GROWING YOUR BRAND
- How Facebook fits in your omni-channel Strategy
- How to grow your brand using Facebook
- FB conversion process
- Convert FB Clicks into Customers
- Product & service funnels
- Picking Interests/Keyword strategy
- Metrics you need to know in Facebook
- Summary