

## MODULE 1 (WEEK 1)

### LESSON 1 - **fi @; OAV/5:**

- ❖ What to expect from this course
- ❖ Course Structure
- ❖ strategies you'll learn
- ❖ 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