

Online Live Instructor-led Facebook Marketing Crash Course

Practical Home Assignments included	Duration: 1 month			Practical Home Assignments included
Fees: Rs 3000/-				
Core Modules	Topics	Class/Session	Duration / Live Online Class (hrs)	Online class tools
Fundamentals of Social Media Marketing	Definition, Objective, KPIs, Different Social Media Channels, Social listening tools	1	1	Zoom / Hangout / Skype
	Facebook Profile, Page, Page categories, Best practices, Call to Action, Page like, Post, Page info, About section, Story, Page role, Messaging, Invite, Check-ins and more	2	1	Zoom / Hangout / Skype
Facebook Marketing Basics	Page creation, Thumb rule, best practices	3	1	Zoom / Hangout / Skype
	Facebook Marketing content strategy, Content calendar, Tools & techniques, Hashtag, @mention, Keyword wrapping, Memes	4	1	Zoom / Hangout / Skype
Facebook Insights	Most important KPIs to monitor & how to improve	5	1	Zoom / Hangout / Skype
Facebook Ads	Types of Facebook ads (Boost post, page like, click to website, video views ad, lead ads, audience, ad manager, event ads, job post ads)	6	1	Zoom / Hangout / Skype
	Facebook Pixel & conversion tracking, lookalike or custom audience	7	1	Zoom / Hangout / Skype
Facebook Campaign & reporting	Facebook campaign planning , execution, monitoring & reporting	8	1	Zoom / Hangout / Skype
Weekly 2 classes	1-1 assistance WhatsApp Email Forum Group support Assignments			Weekly 2 classes