Equinet
Academy

Facebook Advertising Core Competencies Training Course

Create Impactful Facebook Advertising Campaigns

Course Highlights

In this Facebook Marketing and Advertising course, participants will learn:

- How to set up a Facebook Business Manager account and create multiple Facebook ad campaigns from ground up
- How to select the right advertising campaign objectives (Brand Awareness, Reach, Traffic, Lead Generation, Conversion) that align to the marketing objectives (many marketers get this wrong)
- Industry best practices in writing ad copy, designing creatives, and delivering promotions
- How to build powerful marketing audiences on Facebook, segment and target them effectively to produce positive return on investment
- Facebook Marketing Analytics: What to measure, how to analyse reports, and what to do with the insights
- How to deploy A/B testing strategies and implement continuous optimisation
- And much more

Key Features

- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns
- Comprehensive and structured curriculum
- Real world examples and case studies
- Developed and delivered by industry experts
- Fully equipped, modern training facilities with laptops provided
- Lifetime access to updated online course materials via the learning portal
- After-training support provided
- Complimentary refresher course within one year post training

Course Description

Globally, there are over 1.44 billion active users monthly, surpassing China's entire population (estimated to be 1.40 billion). In Singapore alone, there are over 3.1 million Facebook users in 2017 and this is expected to reach 3.2 million in 2018, up from 2.8 million in 2015. – Statista

According to Asiaone, Singaporeans are leading first place in terms of spending the longest time on Facebook, with a record average of 38 minutes and 46 seconds per session. Of this statistic, Singaporean mums spend the most time on Facebook than any other demographic group.

Understanding the local and international trends on Facebook translates to the need for brands to enhance their presence on this giant social network.

This 2-day intensive Facebook Advertising Core Competencies course will enable participants to develop a Facebook marketing strategy, launch compelling Facebook Advertising campaigns to drive leads/increase brand awareness, and review and optimise performance.

Through a mix of real world case studies, group work/discussions and hands-on implementation, participants will gain practical knowledge and develop confidence in creating and managing Facebook Advertising campaigns.

Objectives

This Facebook Marketing and Advertising course is designed to equip learners with practical knowledge and skills on developing a Facebook marketing strategy and executing Facebook advertising campaigns.

Facebook Strategy

By the end of the course, participants will:

- Be able to develop a Facebook marketing strategy and align it to the business objectives and KPIs
- Understand various Facebook Advertising objectives (brand awareness, lead generation, conversion) and its impact on the Ad Set and deliverables (Sponsored Newsfeed, Instagram, Audience Network)
- Be able to create a Facebook Advertising campaign, define Ad Set variables (bidding & budget, audience targeting, location), and design a Facebook ad creative (Video, Carousel, Single Image ads)
- Be able to set up a Facebook Pixel to measure, optimise, and build audiences for advertising campaigns
- Be able to create and define custom audiences, lookalike audiences, and build core audiences with the Facebook Audience Insights tool for better ad targeting

Certification

A Certification of Completion will be issued upon achieving at least 75% attendance for the course. Course Code: CRS-N-0045344

Target Audience

Marketing Executives, Digital Marketing Managers, Social Media Managers, Business Owners, and individuals who manage and implement Facebook Marketing and Advertising on a day to day basis.

Prerequisite

Basic computer knowledge. **Each participant will be provided a windows laptop** and a Facebook Adverts demo account for the duration of the course. Participants may however opt to bring their own laptops and use their own Facebook Adverts account (optional).

Course Outline

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Facebook Marketing Foundations

- 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 & Lookalike Audiences

Setting Up Facebook Marketing Assets (Facebook Page, Business Manager, Facebook Ads)

- Creation of a Facebook Page for their company/brand
- Populating the Facebook Page with the user's key messages and branding assets
- Optimizing of the Facebook Page for greater discoverability
- Setting up of a Facebook Business Manager
- Creating Facebook advertising accounts and delegating access to stakeholders
- Enabling of Facebook advertising Pixel and installing of the pixel on the organization's digital assets
- Anatomy of Facebook advertising campaign structure (Campaign, Adset, Ad levels)

Develop and Execute Facebook Advertising Strategy

- Core audiences (targeting via locations, age, gender, languages, interests and other digital parameters captured from Facebook)
- Custom audiences (targeting via customer file, website traffic, app activity, offline activity and engagement)
- 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

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

Testimonials

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Hwee San – GAC (Singapore) Pte Ltd:

"Wayne is technically competent & up-to-date with the subject area as the expert trainer. He delivered the course in an accessible and informative manner. He is also friendly and helpful in responding to the participants' questions/enquiries."

Shi Qi - Jetstar:

"Great course! Very applicable & hands-on. The instructor Wayne is very knowledgeable and helpful!"

Clement Phua:

"Love how everyone seems to participate in class and that our trainer is very knowledgeable and frank with all of us. My takeaway was mainly getting to see the ad sets table and the various insights given by the trainer."

Noel Tan:

"The lesson is structured and materials are in depth. Trainer is extremely helpful and knowledgeable."

Xin Ling:

"Wayne is a knowledgeable trainer and is willing to share knowledge out of the classroom to benefit marketers with more applicable strategies to apply to their industry specifically. Precise and the materials are very useful."

Muhd Shariff:

"The trainer was very helpful and proactive ensuring everyone understand every single details. Highly recommended! Thank you."

Elizabeth Ong – Mirage Aesthetics Pte Ltd:

"Wayne was really patient and willing to answer everyone's questions. The course covered the basics and the materials provided are detailed."

Adrian Chan:

"This course has been very helpful and full of practical tips for my business. Wayne is very knowledgeable and willing to share his experiences on Facebook and Digital Advertising."

Nicole Loy – Changi Airport Group:

"Thanks for the course! Training content is useful for client-side marketers to have a better appreciation of the capabilities of Facebook, especially on media buying, which we otherwise would not have much knowledge on."

ⓘ Course Information

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Course Duration

2 Days (10am to 6pm)

Course Fee

~~S$990~~ S$500 nett

Self-Sponsored Individuals:

Self-Sponsored Singapore Citizens Using SkillsFuture Credit:

~~$500~~ $0
(Nett course fee payable after $500 SkillsFuture Credit)

Company Sponsored:

Company-Sponsored (SMEs and Non-SMEs) – $2/hour:
Eligible for Company-sponsored Singapore Citizens and Singapore PRs who are full-time employees

~~$500~~ $473
(Nett course fee payable after training grant)

Training Method

Instructor-led training

Course Dates

28, 29 Mar 2018 (Wed, Thu)
5, 6 Jul 2018 (Thu, Fri)
10, 11 Sep 2018 (Mon, Tue)
29, 30 Nov 2018 (Thu, Fri)
29, 30 Jan 2019 (Tue, Wed)
26, 27 Mar 2019 (Tue, Wed)
22, 23 Jul 2019 (Mon, Tue)
19, 20 Nov 2019 (Thu, Fri)

Instructor

John Tay

John is the co-founder and Managing Director of Secret Hideout, a creative marketing agency based in Singapore. He has worked with clients such as SBS Transit, SITEC, MRM McCann, and CISCO Security.

Through his career, John has also consulted and formulated the digital strategy for various startups/SMEs (small-medium businesses) such as FastFast, OFFEO, UClick2Buy, Codigo and many others. During this period, he led one startup to achieve over 450% increase in traffic and user base growth within a span of 6 months.

Before Secret Hideout, John was the regional Head of Digital in Gifts Less Ordinary, a luxury gifting business. He successfully increased the luxury gifting business's revenue by 15X through managing, executing, and optimizing digital campaigns across a suite of advertising platforms, particularly on Facebook. Notably, he maintained a profitable cost per customer acquisition as he scaled Gifts Less Ordinary's digital advertising spend on the Facebook platform to over 6 figures annually in multiple geographical locations across Asia Pacific and the Middle East.

John is passionate about all things digital and his track record of successful brand partnerships show his full commitment to helping both his clients and trainees achieve digital success in their online advertising campaigns.