

Facebook Advertising Core Competencies Training Course

Create Impactful Facebook Advertising Campaigns

Course Overview

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 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 business objectives and KPIs
- Be able to create a Facebook Page and interpret Facebook Page insights reports
- 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 audience 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

Why Learn Here

- 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

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 with 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).

Certification

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

Course Outline

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Part 1: Position

- Welcome to Marketing on Facebook
- The benefits of Facebook's people-based targeting vs. standard proxy based targeting and how it can be leveraged to achieve efficient return on investment
- Targeting – Core Audience
- Targeting – Lookalike Audience
- Targeting – Custom Audience
- The consumer shift to mobile and Facebook's position within the shift
- Ad Auction and Delivery Overview
- Buying Channels
- Facebook and Instagram
- Introduction to Facebook Pages
- Instagram buying objectives
- Audience Network: Extend your reach of you Facebook Campaigns
- How Facebook Marketing Partners can help you succeed
- When to recommend and how to interact with Facebook Marketing Partners (FMPs)

Part 2: Solve

- How Facebook products map to the various components of the advertising funnel
- Brand best practices
- Selecting the appropriate products, tools, bidding and targeting to achieve brand objectives
- Facebook Terminology
- Facebook's video offering and how it can be leveraged to achieve brand objectives
- Facebook Ad Creative best practices
- Direct Response best practices
- Direct Response Measurement Solutions
- The fundamental purposes of the Facebook Pixel and the Facebook SDK and how they are used to achieve direct response objectives
- Using Facebook Pixel to Measure, Optimize, and build Audiences for Campaigns
- Website Conversions

Part 3: Activate

- The purpose of Business Manager and how it is used for end-to-end Facebook campaign management
- How you can leverage Facebook resources to inform campaign planning
- Successful Campaigns best practices
- A/B Testing
- Leveraging the Audience Insights or Page Insights
- Audience Insights
- Describing campaign parameters and what can be controlled at the campaign level
- Describing ad set parameters and what can be controlled at the ad set level
- Describing ad parameters and what can be controlled at the ad level
- What can be edited during a campaign and the methods to make changes
- The role that Pages play as a content hub for brands and in advertising on the platform
- Introduction to Facebook Pages
- Creating a Facebook Page

Part 4: Measure

- Determining and recommending the appropriate measurement product(s) to measure the effectiveness of a brand campaign
- Given a report, evaluate the performance of a campaign and recommend optimal adjustments where applicable

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~~ \$472

(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)

Instructor

Wayne Tay

It's common for professionals to brand themselves as a subject matter expert with the vast experience they have, accolades they won, and various positions they held.

However, Wayne is not your usual marketer, he hardly believes that anyone can be a "digital expert" (long enough) without constant learning because the world is moving at the speed of light in digitalization.

Instead of considering himself as a "know-it-all" expert, he's a "learn-it-all" growth-hacking marketer and trainer. As a regional marketer, he has accelerated the growth of (B2B and B2C) digital marketing and revenues in both local and overseas markets within Asia Pacific.

His passion for rapid experimentation had led him to pioneer the use of Facebook (which is commonly used platform for B2C industries) for a MNC (B2B) organization he is currently working for – driving an outstanding growth of 6533% payment transactions and a jump of 1658% increase in revenue within 2 weeks in India, and in another instance, improving quality conversion by 44% for new business account opening in Hong Kong, both for an express delivery business.

Wayne is also a Facebook Certified Professional and an award-winning marketer; his drive for excellence has led him to various opportunities, winning multiple marketing awards over the decade:

2015 Effie Awards | Effie Singapore

- Bronze in Financial Services

2015 Mob-Ex Award | Marketing Interactive

- Gold in Best Direct Response Campaign
- Silver in Best Utility
- Bronze in Best Integration of Mobile

2014 Marketing Excellence Award | Marketing Interactive

- Gold in Direct Marketing
- Gold in Corporate Social Responsibility
- Bronze in Launch Marketing