

# Facebook & Instagram Marketing

Create Impactful Facebook and Instagram Marketing and Advertising Campaigns





# Course Description



Facebook has dominated the social media space and is currently the most-used social media platform worldwide. With billions of users on Facebook, utilising it as a marketing tool has become the norm.

This 2-day intensive Facebook and Instagram Marketing course will enable trainees to develop a Facebook and Instagram marketing strategy, launch compelling Facebook and Instagram marketing and 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, trainees will gain practical knowledge and develop confidence in creating, running and managing Facebook and Instagram marketing campaigns.



### Course Duration

2 Days  
9am to 6pm



### Learning Mode

Face-to-Face Classroom or  
Online-Based Classroom (Zoom)



From **\$386.10** (incl. 9% GST) after  
**70% SkillsFuture Funding**

### 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.



# Course Highlights

In this 2-day Facebook & Instagram Marketing course, you will learn:

- How to make use of Facebook marketing channels (Groups, Offers, Events, Marketplace) to market your business & products for free
- How to utilise Facebook Audience Insights to better understand your potential customers and build relevant audiences for ad targeting campaigns
- How to create multiple Facebook and Instagram ad campaigns from ground up, with step-by-step instructions and guidance from an industry expert
- 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 attractive ad copy, designing visually-captivating creatives, and delivering compelling promotions
- How to build powerful marketing audiences on Facebook and Instagram, segment and target them effectively to produce positive return on investment
- How to develop and implement Facebook ad retargeting strategies
- 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

# Course Objectives

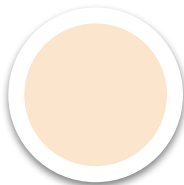
This Facebook and Instagram Marketing course is designed to equip learners with practical knowledge and skills in developing a Facebook marketing strategy and executing Facebook advertising campaigns.

By the end of this course, you will be able to:

- Review Meta assets (Facebook and Instagram Pages) and interpret page insights
- Develop a Meta marketing strategy that takes into account marketing mix, competition, business objectives and KPIs
- Select Facebook marketing channels (Groups, Offers, Events, Marketplace) to market a business's products and services for free
- Define Meta Advertising objectives (brand awareness, lead generation, conversion, awareness, traffic, engagement, leads, app promotion and sales).
- Brainstorm & ideate on relevant interests to target using the B.A.P framework
- Set up a Facebook and Instagram Advertising campaign in alignment to marketing strategies, operation plans and budgets
- Create and define custom audiences, lookalike audiences, and core audiences with the Meta Audience creation tool for better ad targeting
- Develop and implement Facebook and Instagram ad retargeting strategies
- Recommend key metrics to measure from Meta Ads Manager
- Interpret campaign data from Meta Ads Manager and make recommendations to optimise campaign performance



# Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Marketing Campaign Management** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Facebook and Instagram Marketing Course assessment and achieved at least 75% attendance.



# Course Outlines

## Planning for Facebook and Instagram Marketing

Instructor-led | Mode of Delivery (Lecture)

### Introduction to Facebook & Instagram Marketing

- Overview of Meta channels
- Market penetration potential of Facebook and Instagram in the local context
- The current & future Meta ecosystem
- Differences of Facebook and Instagram advertising as compared to other marketing channels
- Examples of Facebook and Instagram advertisements

### Creation of a Facebook Page & Best Practices

- Why do you need a Facebook page?
- Creation of a Facebook Page for their company/brand
- Populating the Facebook Page with the user's key messages and branding assets
- Optimising of the Facebook Page for greater discoverability

### Facebook and Instagram Insights Tool

- Utilising insights tool for Facebook and Instagram interactions deepdive
- Analysing your potential customers using Audience Insights
- Benchmarking competitors and unicorn strategy

# Course Outlines

## Making Use of Facebook Native Marketing Channels

Instructor-led | Mode of Delivery (Lecture & Illustration)

- Facebook Marketplace
- Facebook Events
- Facebook Groups

## Navigating & Setup of Facebook Business Manager

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application with Reflective Discussion)

### Setup and Navigating Meta Business Manager

- Business Manager functions & navigation
- Hands-on adding people access, ad account, Facebook & Instagram assets connectivity
- Understanding billing & payments



# Course Outlines

## Launching Facebook and Instagram Advertising Campaigns

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application with Reflective Discussion)

### Facebook Objectives Consideration – Identifying A Suitable Objective

- Comprehending the 6 different types of Facebook advertising objectives
- Identifying which is the best objective for your business
- Step by step guide on creating Facebook ads with the different objectives (e.g. Traffic)

### Competitive & Audience Analysis Using B.A.P Framework

- Analysing your potential customers and competitors
- Knowing their key interests and demographics data
- How to identify and streamline your target customers on Facebook and Instagram via B.A.P Framework
- Practice exercise using actual or fictitious business
- Group attempt on scenario for BAP framework ideation (i.e. Yoga apparel audience targeting)

# Course Outlines

## Launching Facebook and Instagram Advertising Campaigns (cont.)

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application with Reflective Discussion)

### Launching a Facebook and Instagram Advertisement

- Anatomy of Meta advertising campaign structure (Campaign, Ad Set, Ad levels)
- Understanding the different types of Meta Advertising objectives
- Audience, budget, scheduling and placement optimization
- Different types of creatives (Image, Video and Carousel)
- Comprehend ads approval workflow & advanced features on the campaign setup (A/B testing, Advantage+ features, Dynamic Creative)
- Creative best practices

# Course Outlines

## Audience Segmentation - Custom, Lookalike & Core Audiences

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application with Reflective Discussion)

- Understand the differences between a custom, lookalike and core audience
- Know the advantages & disadvantages of the different audiences
- Core audiences (targeting via locations, age, gender, languages, interests and other digital parameters captured from Facebook)
- Custom audiences (targeting via customer file and Facebook assets)
- Lookalike audiences (expanding similar audiences based on a set of audiences that is defined by the business)
- Step by step guide on creating the custom & lookalike audiences
- Stakeholder interview questions on gathering feedback to improve targeting strategies

# Course Outlines

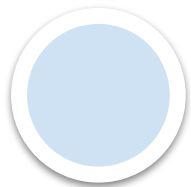
## Meta Ads Manager - Stats & Reporting

Instructor-led | Mode of Delivery (Lecture & Illustration with Practical Application)

- Understanding the reporting channel of Meta advertising
- Performance difference between different audiences, advantage + (AI) features & optimisation parameters
- Facebook Advertising optimisation strategies
- Essential Meta Advertising metrics to track and measure

## Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation



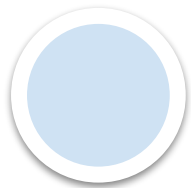
## Trainer Bio

# Koh Yoet Siang



Yoet Siang (YS) is the Senior Performance Director at Reprise Digital, a leading global performance marketing network, with 13+ years of experience. He is also the founder of Republic Asia, a growth and digital marketing consultancy. With a diverse background in digital marketing across 15+ industry verticals, YS has built startup teams and consulted various Fortune 500 and international brands including Amazon, Chanel, DBS and Mastercard. Additionally, he has taught digital marketing to over 2,500 learners.





## Trainer Bio

# Hatta Aziz



With over 15 years of experience in digital marketing, social media and content, Hatta founded Awesome Sauce to work with clients on elevating their digital marketing through simple but effective strategies.

His past clients include MNCs like PUMA, government institutions like MUIS and local SME heroes The Cage.



# Why Learn with Equinet?



## **Access recorded sessions of live classes**

Replay parts of the course from your in-person or online classes. An excellent recap method.



## **Re-attend the course once within 3 years**

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



## **3-year access to the courseware via our LMS**

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



## **Post-training mentoring with industry experts**

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



## **Lifetime access to community support group**

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

# Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$584.10
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$386.10
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$584.10
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10



# Course Fees & Fundings

## SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

## SkillsFuture Enterprise Credits (SFEC)\*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

*\*Eligible for claim after course completion.*

## Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

## Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

# Trainee Testimonials



“As a digital marketer myself, I do have experience running Facebook ads. Despite my prior experience, I still learnt quite a lot from John, who was a very helpful and knowledgeable instructor. Super patient and very engaging! I really enjoyed his class and I do highly-recommend my other colleague or friends to attend if they are interested. Thank you so much for conducting this session!”

**Charissa Goh**



“This is probably one of the best course on Facebook that I have attended in terms of the contents, the trainer’s expertise and experience.”

**James Edwardes Tay**



“The course and trainer exceeded my expectations. I really like that it was a very hands-on course, navigating through the entire Facebook platform in ads creation. The trainer was extremely patient in handling the tech issues the class faced and answering the questions we had.”

**Madeline Puah**



“I highly recommend this course to anyone looking to gain real-world knowledge and practical skills on how to leverage Facebook marketing and advertising for their organisation. The trainer was friendly, highly knowledgeable, very experienced (including real-life industry application experience) and made learning fun for all.”

**Edmund Seng Pei Ping**

# Frequently Asked Questions



## **Are there any pre-requisites or minimum entry requirements?**

Trainees should be proficient in web surfing and be able to write and converse in English.



## **Do I have to prepare anything before attending the course?**

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



## **Are there any funding or government subsidies for this course?**

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



## **If I have any questions after the course, can I consult the trainer?**

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

# Facebook & Instagram Marketing



**SIGN UP NOW**

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Campaign Management | Course Code: TGS-2022015223 | Registry Period: 19 Aug 2022 - 18 Aug 2024