

facebook marketing



About Course

- This covers Module 1, 2 and 3 from Digital Marketing Full Certification Course.
- If you just want to learn Advance Facebook Marketing, then this course is suitable for you.
- Business Owners, Digital Marketers and Job Seekers can join this course to leverage large audience on Facebook.

Our Achievements :



1000+

PPC Ad Campaigns

120+

Clients Served

450+

Digital Assets Managed

13000+

Students Trained

97%

Positive ROI on Ads

90 Lacs +

Ad Impressions to People

Module 1 :

Digital Marketing Fundamentals

Section 01 : Marketing v/s Sales

Section 02 : Marketing Mix and 4 Ps

Section 03 : What is Digital Marketing

Section 04 : Inbound vs Outbound Marketing

Section 05 : Content Marketing

Section 06 : Understanding Traffic

Section 07 : Understanding Leads

Section 08 : Strategic Flow for Marketing Activities

Module 2 :

Website Planning and Structure



WWW

Domains

Buying a Domain

Website Language & Technology

Core Objective of Website and Flow

One Page Website

Strategic Design of Home Page

Strategic Design of Products & Services Page

Strategic Design of Pricing Page

Portfolio, Gallery and Contact Us Page

Call to Action (Real Engagement Happens)

Designing Other Pages

SEO Overview

Google Analytics Tracking Code

Website Auditing

Designing Wordpress Website

Module 3 : Level - 1

Facebook Marketing Fundamentals



Profiles and Pages

Business Categories

Getting Assets Ready

Creating Facebook Pages

Page Info and Settings

Facebook Page Custom URL

Invite Page Likes

Featured Video

Pin Post and Highlights

Scheduling Posts

Facebook Events

Reply and Message

Facebook Insights Reports

Competitor's Facebook Page

Ban User on Facebook Page

Connect with Twitter

Module 3 : Level - 2

Facebook Ad Campaigns



Organic v/s Paid

Defining Ad Objective

Performance Matrix

Ad Components

Designing Creative Image

Facebook Ad Structure

Setting Up Facebook Ad Account

Create Ad - Targeting

Create Ad - Budgeting

Create Ad - Creative

Content and CTA

Boosting Page Posts

Page Promotion

Video Promotion

Similar Ads and Audiences

Tracking Pixels Code

Remarketing - Website Visitors

Custom Audiences - Look Alike

Custom Audience - Saved Group

Managing and Editing Ads

Ad Reports and Ad Insights

Billing and Account

Module 3 : Level - 3

Facebook Advance Strategies



Facebook Business Manager
People, Pages and Roles
Ad Accounts Configurations
Ad Agencies and Assigning
Shared Login for FB Business A/c
Power Editor - Most Advance
Email Targeting on Facebook
Facebook Offers

CTA on Page
Posts for Location
Save Time with Third Party Tools
Case Studies
Practical Examples

Ok Viral Sir..

How Will I Get Training ?

Is it Online or Offline ?

Course Delivery Method :



“Learn at your Own **Time** : Own **Speed** : Own **Place**”

Once you subscribe for the course, we will send you download link or we can also courier you DVD and you can learn from step by step training videos using eLearning App.

Generally it takes 1 to 2 Months to Complete the Course.

Is it Difficult to Learn ?



Absolutely Not. We will teach you through Step-by-Step Videos. You just need basic knowledge of Computers and Internet. It will be in Simple Hing-lish Language.

What About Update ?

Even after completion of course, we will send you new videos for updates happening in digital marketing industry. Plus we will also continue to provide Email Support till 1 year.

How Can I Enroll ?



You can enroll right now. You can make online payment or you can also deposit cash/cheque in State Bank of India.

Training Fees for Facebook Marketing Course is Rs. 3500/-

You can also enroll for Full Digital Marketing Course

[See Course Fees](#)

Have Questions ?

Call +91 9558821174

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