



# Facebook Marketing Essential

2-day (16-hours) training  
WSQ-ICT Certification

Course Code: TGS-2020504021

Facebook is a mainstream marketing platform for any business in any industry. Facebook marketing allows businesses to target its exact audience based on demographics, interests, and behaviours. This intensive 2-day Facebook marketing course will equip learners with practical Facebook marketing methodologies and strategies, and covers the fundamentals of Facebook marketing, from creating pages, creating ads, campaign management, conversion tracking to remarketing.

## By The End Of This Course, Learners Will Be Able To:

- Develop a Facebook marketing strategy
- Create a Facebook page and understand insights reports
- Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting
- Set up a Facebook pixel to measure and optimise advertising campaigns
- Create custom and lookalike audiences for more efficient ad targeting
- Optimize Facebook Ads

## Target Audience (Supervisory & Managerial)

- Supervisory and Managerial
- Professionals in Sales, Marketing and Media, Business Development
- Entrepreneurs, Solopreneurs
- Those who are new to Facebook marketing and keen on learning how to launch a successful Facebook campaign
- Consultants and Educators

**Course Fee: \$650 + GST \$45.50**

### Nett Fee After Funding

#### Corporate:

**SME: \$240.50**

**Non-SME : \$370.50**

**Non-SME (MCES): \$240.50**

#### Self-sponsored:

**MCES: \$240.50**

**Normal : \$370.50**

Call us @ 6737 5761

WhatsApp @ 8767 0614

enquiry@eagleinfotech.edu.sg

SME: Singapore registered companies with  
(i) at least 30% local sharing AND  
(ii) group annual sales ≤\$100 million OR  
group employment size ≤200

MCES: Singaporean age 40 and above  
Normal: Singaporean/PR age 21 and above

**Eligible for SkillsFuture Credit**  
**Eligible for UTAP**

**Assumed Skills:**

- Be able to operate a personal desktop computer.
- Be able to listen and speak English at a proficiency level equivalent to the Employability Skills Workforce Skills Qualifications (“ES WSQ”) Workplace Literacy (“WPL”) level 5.
- Be able to read and write English at a proficiency level equivalent to ES WSQ WPL level 5.
- Be able to manipulate numbers at a proficiency level equivalent to ES WSQ Workplace Numeracy (“WPN”) level 5.
- **Have an existing Facebook account.**

**Course Content**

**Basics Of Facebook Ads**

- Develop a Facebook marketing strategy

**Facebook Audiences And Audience Targeting**

- Create custom and lookalike audiences for more efficient ad targeting

**Creating And Optimizing Facebook Page**

- Create a Facebook page

**Creating Facebook Ads**

- Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting

**Facebook Pixel For Retargeting**

- Set up a Facebook pixel to measure and optimise advertising campaigns

**Scale With Lookalike Audiences**

- Create lookalike audiences for more efficient ad targeting

**Audience Insights**

- Understand insights reports

**Optimizing Your Ads**

- Optimize Facebook Ads

**Facebook Marketing Essential**

**Duration**  
2-days (16-hrs)  
9am to 6pm

**Course Code**  
TGS-2020504021

**Funding Till**  
04-08-2024

Schedules	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022
	14 & 15	14 & 15	16 & 17	12 & 13	10 & 11	7 & 8	6 & 7
	29 & 30	25 & 26	30 & 31	29 & 30	20 & 21	17 & 18	28 & 29
	4 & 11	23 & 30	6 & 13	3 & 10	15 & 22	12 & 19	3 & 10