

## Digital marketing-Facebook Ads Course

### About Course

Welcome to Facebook Ads and Marketing management Course.

This course will focus on how business that provide services to their customers can market their business and attain more customers so that their business can grow!

This class is split into **5 Core Units**

- Introduction to Marketing
- Why advertise on Facebook
- Creating a Professional Emails
- Creating your first Facebook Ads step by step
- Facebook Ads Guide

### What Will You Learn?

- Difference between Traditional marketing vs Digital Marketing.
- How to set up a Facebook business page.
- Learn how to set up custom audience.
- Understand all the types of Facebook ads.
- Create you first Facebook Marketing campaign.
- Learn how to create Facebook business group for free
- How to grow your business account free?
- What is the best Facebook ad type?

### Requirements

- Internet
- Smartphone
- Tablet
- Computer

### Who this Class is for:

- Business owners
- Freelancers
- Marketers
- Influencers
- Advertisers

## Course Outline

### Unit 1 Course introduction

- 1.1 What is the Marketing?
- 1.2 What is the Digital Marketing?
- 1.3 What are the benefits of Digital Marketing?
- 1.4 Different types of Digital Marketing?

### Unit 2 which social media is most successful?

- 2.1 Advantage of Facebook for business?
- 2.2 How to grow your Business with Facebook?
- 2.3 Is a Facebook business account free?
- 2.4 Types of Facebook Ads?
- 2.5 What is the best Facebook ad type?
- 2.6 Are video ads better than image ads?

### Unit 3 Benefits of professional email for business

- 3.1 Is Gmail for business free?
- 3.2 Difference between Email and Gmail
- 3.3 Create a Gmail account
- 3.4 Set up your Facebook business Page
- 3.5 How do I link Facebook to an email?
- 3.6 What size is a business Facebook cover?
- 3.7 How to write in Facebook page bio?
- 3.8 Which category is best for a Facebook page?
- 3.9 How to change Facebook page category?
- 3.10 How to check Facebook business account health?

3.11 How can I create a business group?

3.12 Change a Facebook group from public to private

#### **Unit 4 What details are required for Facebook?**

4.1 To add the address for your Page

4.2 Remove or edit an address on your Facebook Page

4.3 How do I add a phone number to FB?

4.4 What are the basics of Canva?

4.5 How do I make a cover for my Facebook page?

4.6 Uploading images in Canva

4.7 Downloading or saving designs to your device - Canva

4.8 How to design a logo-Canva

#### **Unit 5 Accepted payment options for Meta ads**

5.1 Getting started with Ads Manager

5.2 Meta Advertising Standards

5.3 Change your default payment method for ads

5.4 Set an account spending limit

5.5 How to find good quality images on Google?

5.6 How to post on a Page

5.7 How to select ad placements

5.8 How can I promote my FB page for likes?

5.9 What is the difference between boost and promote?

5.10 How to Boost a Facebook Post?

5.11 Ways to Increase Your Organic Reach on Facebook