CHARLESMANN
SOLUTIONS

Using Facebook in Business

Introductory Course to Facebook Business Pages

One Day Training Course

Google Partner

REGISTERED HRD CORP TRAINING PROVIDER

Course Outline

With over 1.2 billion users worldwide, chances are you are familiar with the Facebook social media platform but are probably not using its full potential when it comes to your organisation or business.

Our Facebook marketing training course takes a hands-on, practical approach, leading you through the stages of developing and implementing a business focussed Facebook marketing campaign. The training course also explains the strategic decisions you will need to take in order to harness the full capability of the world's largest social network site.

This one day training course uses a combination of practical exercises, presentations and case studies, which by the end of the day will equip you with the skills and knowledge required to excel at running successful Facebook marketing campaigns for any industry or sector. By learning the specific business elements provided by Facebook, you will learn the distinct advantages that this social media platform can provide you with.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will be able to:

- Setup an effective business page to the recommended and optimum levels
- Understand how to strategically plan Facebook campaigns
- Understand the techniques and methods to start growing a network of followers
- Understand the numerous features made available by Facebook
- Create, develop and manage successful Facebook Pages
- Understand your Facebook Advertising options and challenges
- Monitor and measure your Facebook page
- Understand the privacy and legal issues around Facebook

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients

Course Programme

- How are individuals using Facebook
- What does Facebook have to offer for businesses?
- What are features such as Profiles, Places, Groups and Pages?
- What is Facebook good for and not good for?
- The Timeline and Ticker
- Scheduling posting plans
- Adding milestones, events and offers
- Advantages and challenges
- Adding 'Share' and 'Like' buttons on your own website
- Comment functions
- How to set up a page
- Selecting a page name
- Performing keyword research
- Using pictures for profiles and cover photos
- Facebook address
- How to bring in content from an external sources
- What does a 'Like' really mean?
- What are Facebook apps and what's possible?
- Top tips on what to do and what to avoid
- What can be measured and monitored?
- Measurement tools
- Measuring success beyond your Facebook Page and 'Likes'

Course Trainers

Abdul Awwal Mahmood

Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Advanced Social Media Techniques
- Mobile App Development for Business
- Persuasive Website Design
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

Registration Form

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COURSE FEES: RM1,250 per delegate

Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	

SELECT DATE:

- ☐ Monday 8th Jan 2024
- ☐ Monday 5th Feb 2024
- ☐ Monday 4th Mar 2024
- ☐ Monday 1st Apr 2024
- ☐ Monday 6th May 2024
- ☐ Monday 3rd Jun 2024
- ☐ Monday 1st Jul 2024
- ☐ Monday 5th Aug 2024
- ☐ Monday 2nd Sep 2024
- ☐ Monday 7th Oct 2024
- ☐ Monday 4th Nov 2024
- ☐ Monday 2nd Dec 2024

	FULL NAME	JOB TITLE	EMAIL
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: info@charlesmann.com.my or call us on 010 425 0886
Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600

Payment can be made direct into our CIMB account:
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