

Since 2007, Making IT Experts & Products

Course: Facebook Marketing Course

Duration: 60 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, Salesforce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

+91 9895490866

+91 8301010866

join@nestsoft.com

www.nestsoft.com


Section 1 : Overview of FB social media platform


- * Market penetration potential of Facebook
- * in the local context
- * The current & future Facebook ecosystem
- * Differences of FB advertising as compared to
- * other marketing channels
- * How to do identity and streamline your
- * target customers on Facebook via Audience Insights
- * Defining people based marketing – Core Audiences,
- * Custom Audiences & Look a like Audiences


Section 2 : Setting Up Facebook Marketing

- * Assets(Facebook Page, Business Manager, Facebook Ads)
- * Creating a Facebook Page for their Company / Brand
- * Facebook page is popular with key messages and
- * branding assets of the user
- * Facebook page optimizes for more discovery
- * Setting up a Facebook business manager
- * Facebook creates advertising advertisements
- * and provides access to shareholders
- * Enabling the Facebook Advertising Pixel
- * and installing the Pixel in the digital
- * assets of the organization
- * Anatomy of Facebook Advertising Campaigning

Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

 +91 9895490866

 +91 8301010866

 join@nestsoft.com

 www.nestsoft.com

- * Campaign (Campaign, Adset, Ad Levels)

Section 3 : Develop and manage Facebook ad strategy

- * Core Audience (Retrieving Locations, Age,
- * Gender, Languages, Interests, and other Digital Elements from Facebook)
- * Custom Audience (aim for customer file, website traffic,
- * app activity, offline activity, interaction)
- * Lookalike audiences (expanding similar audiences
- * based on a set of audiences that is defined by the business)
- * Understanding the advantages & disadvantages of the different audiences
- * Guided creation of audiences
- * Placements of ad creatives on Facebook & Instagram
- * Scheduling and budgeting

Section 4 : Facebook Analytics, Reporting

- * and Optimisation
- * Highlighting the different marketing objectives
- * that are available on the FB advertising platform
- * Understanding the pros & cons of each objective
- * and how they are to be used effectively
- * Suggestions on Improving relevancy score to get lower CPCs & CPMs
- * Essential Facebook Advertising metrics to track and measure
- * Best practices for design creatives & copyrighting

Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

☎ +91 9895490866

☎ +91 8301010866

✉ join@nestsoft.com

🌐 www.nestsoft.com

Since 2007, Making IT Experts & Products

(Click on Course for more details)

Course: Facebook Marketing Course


Duration: 60 Hrs (Changeable) | Fees: Individual / Batch

- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

 +91 9895490866

 +91 8301010866

 join@nestsoft.com

 www.nestsoft.com