

Course Code: **M245**

Master Facebook Ads Basics to Generate High Traffic and Engagement

COURSE INFORMATION

Sessions
1 day**Duration**
7.5 hrs**Level**
Beginner**Assessment**
NA

VENUE

Address: 3/5 Esan Close, College Estate, Off Oko Oloyun Street, Off Isheri-Igando Expressway, Igando Lagos, Nigeria 100216.

WHAT'S THIS COURSE ABOUT

Topic 1: Plan a Facebook Social Media Marketing Campaign

Overview of Facebook Social Media platform

Examples of Facebook Advertisements

Map Out Customer Journey Using Customer Personas Tools

Competitive and Audience Analysis Using Facebook Audience Insights

Develop a Facebook Social Marketing Plan

Topic 2: Create a Facebook Social Media Marketing Campaign

Market Penetration Potential of Facebook in the Local Context

Create Facebook Group or Facebook Page for Company/Brand

Optimize Facebook Page for...

COURSE FEE

Full Fee NGN 170,000.00

CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

REGISTRATION

<https://www.tertiarycourses.com.ng/facebook-marketing-advertising-training.html>



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SUPPORT

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