

Facebook Marketing Bootcamp (Self-Paced)

Develop a Facebook marketing strategy and learn to manage organic content and paid campaigns.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: <https://training-nyc.com/courses/facebook-marketing-online>



nyc@careercenters.com • (212) 658-1918

Course Outline

Section 1

Introduction to Facebook

- Introduction to Facebook
- History of Facebook
- Understanding the Facebook algorithm
- Creating a Business Page

Facebook Business Page

- Facebook Business features overview and settings
- Business page management and admin access
- Establishing a visual voice
- Leveraging your About description for your business

Section 2

Introduction to Meta Business Suite

- Setting up and accessing the Meta Business Suite
- Overview of the Meta Business Suite and its capabilities
- Navigating the Meta Business Suite interface
- Tools and features overview

Leveraging Meta Business for Engagement

- Utilizing the Meta Business Suite's targeting options to reach the right audience
- Analyzing performance data and tracking metrics
- Using benchmarking to research your competition

- Scheduling your content and leveraging important dates

Section 3

Content and Interactions

- Finding and targeting the right audience for your business
- Creating and joining groups related to your business niche
- Optimizing your business page for search and discoverability
- Posting updates and engaging content
- Interacting with your audience through comments and messaging

Using Shopify with Facebook

- Overview of Shopify and Facebook integration
- Setting up a Shopify store and connecting it to a Facebook business page
- Syncing products from Shopify to a Facebook shop
- Utilizing Facebook's targeting options to reach the right audience for your Shopify store

Section 4

Introduction to Meta Ads Manager

- Overview of Ads Manager and its capabilities
- Setting up and accessing Ads Manager
- Navigating the Ads Manager interface
- Creating and managing ad campaigns using Ads Manager

Leveraging Meta Ads Manager for Higher ROI

- Utilizing Ads Manager's targeting options to reach the right audience
- Analyzing performance data and tracking metrics
- Best practices for using Ads Manager
- Optimize advertising content to reach more customers