

Facebook Marketing Masterclass

1. Understanding Facebook Ecosystem Mentor- M. Towfiqul Arafat

1.1 Facebook Introduction

1.2 Starting Your Facebook Journey

1.3 Facebook Options for Business

- Quiz

2. Understanding the Facebook Algorithm Mentor: Ankan Purakayast

2.1 The Facebook News Feed and Organic Reach

2.2 The Facebook Algorithm Latest Update

2.3 Top Ranking Factors in the Facebook Algorithm

- Quiz

3. Facebook Groups, Pages Messenger and Facebook Live Mentor- M. Towfiqul Arafat

3.1 Facebook Groups Set Up and Business Use

3.2 Top Facebook Group Development Strategies

3.3 Facebook Pages Setup, Business Use and Best Practices

3.4 Facebook Business Pages Best Practices

3.5 Hashtag Strategies in Facebook Business Page

3.6 Facebook Messenger: How to Use for Business

3.7 Chatbot Introduction – Automated Messaging

3.8 Facebook Live: Setup and How to Use for BusinessA

- Assignment - Group, Page Create & Optimize

4. Managing Facebook Business Mentor: Ankan Purakayast

4.1 Facebook Business Manager Overview

4.2 Facebook Business Suite Overview

4.3 Post Publishing, Scheduling and Moderation

4.4 Facebook Page Insights

4.5 Facebook Pages, Groups and Events Policies

- Assignment

5. Facebook Marketing Tools

Mentor- M. Towfiqul Arafat

5.1 Facebook's Social Plugins

5.2 Facebook Rights Manager

5.3 Facebook Productivity Tools

5.4 Set Up Facebook Local and Facebook Place

5.5 Facebook and Non-Facebook Marketing Tools

- Quiz

6. Understanding Facebook Ads

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6.1 Facebook Ads Campaign Structure, Ad Objectives and Targeting

6.2 Facebook Ads Placements, Ad Formats and Budgeting

6.3 Facebook Ads Performance, Testing and Tools

6.4 Facebook Ad Account Limitation

- Quiz

7. Creating Your Facebook Ad

Mentor: Ankan Purakayast

7.1 Facebook Ads Manager Overview

7.2 Demo: Create Your Facebook Ad Campaign

7.3 How to Choose an Ads Campaign Objective

7.4 Demo: Create Your Facebook Ad Set

7.5 Facebook Ads Creative - Best Practices

7.6 Choose the Right Call to Action

7.7 Demo: Publish Your Facebook Ad

7.8 Facebook Ad Review Process

- Assignment

8. Facebook Audience Targeting

Mentor- M. Towfiqul Arafat

8.1 Facebook Audience Insights

8.2 Make Your Audience Avatar

8.2 Audience Targeting Strategy

8.3 Retargeting Concepts in Facebook Ads

- Quiz

9. Facebook Tracking and Reporting

Mentor: Ankan Purakayast

9.1 Introduction to Facebook Pixel

9.2 Facebook Conversion Tracking (Standard Events & Custom Events)

9.3 Facebook Conversion API

9.4 Facebook Ads Reporting

9.5 Facebook Creative Reporting

9.6 UTM

- Quiz

10. Facebook Commerce

Mentor: Ankan Purakayast

10.1 Facebook Commerce Eligibility

10.2 Setting Up Your Facebook Shop

10.2 Creating Your Facebook Catalog

10.3 Facebook Dynamic Ads

11. Facebook Best Practices Mentor- M. Towfiqul Arafat

11.1 Optimize Your Facebook Page

11.2 Best Practices in Pages Posts and Ads

11.3 Sales Funnel in Facebook Ads

11.4 Best Practices Facebook Images and Ad Copies

12. Facebook Privacy and Security Mentor- M. Towfiqul Arafat

12.1 Facebook Community Guidelines

12.2 Facebook Ads Policy

12.3 Facebook Page Security

12.4 Facebook Ads Post GDPR

12.5 Ads Politics or Issues of National Importance