COURSE SYLLABUS

Facebook Marketing Course Online

Learn how to plan, launch, and manage high-performing Facebook advertising campaigns in a self-paced format. This course covers setting up business pages, using Facebook groups, creating targeted ads, and understanding conversion tracking, audience segmentation, and the Meta Pixel. You will also learn how the Facebook algorithm works, navigate Meta Business Manager and Meta Ads Manager, improve content engagement, connect to Shopify, and manage campaigns independently on your own schedule.

Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/facebook-marketing-course-online



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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