

Course Code: M532

Complete Facebook Marketing & Advertising Training

Funding Available: HRDF

COURSE INFORMATION

Sessions
2 days

Duration
15 hrs

Level
Beginner to
Intermediate

Assessment
NA

VENUE

Kuala Lumpur: G-3A-02, Suite Pejabat Korporat, KL Gateway, No 2, Jalan kerinchi, Gerbang kernichi Lestari, 59200 Kuala Lumpur, Malaysia

Penang: Jalan Sungai Dua, 11700 Penang, Malaysia.

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 RM 2,000.00

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.my/full-facebook-marketing-training.html>



SCAN TO REGISTER

SUPPORT

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