

FACEBOOK for Business



Call: 01628 810 196 | jessica@dynamix-training.co.uk | www.dynamix-training.co.uk

Course Description

Our Facebook for Business training course will show you how to build and enhance your company's Facebook page. With over a billion users, Facebook is a powerful marketing tool, allowing you to connect with your customers and build relationships. Through interactive and practical exercises, presentations and case studies you will learn how to craft a successful Facebook marketing campaign.

Who should attend?

Business owners, freelance professionals and anyone wanting or needing to know how to set up Facebook for marketing.

Pre-requisites

Basic computing knowledge. Personal accounts on some social networking sites will be beneficial but are not essential.

The course runs from 9.30 am to approximately 4.30 pm.

Introduction

Benefits of using Facebook for brands,
Challenges.

Page construction

Essential steps to creating engaging an Facebook Page,
Avatars and cover photos,
Settings and security,
Page visibility,
Apps, check-ins, timelines and how to use them,
Page admins: adding, removing and assigning.

Basic Facebook practice

Posting, replying & commenting,
Tagging, hashtags, & searching,
Messages,
Photos and albums: best practice for engagement.

Content

Creating, curating and managing content,
Generating good Facebook content,
Enriching your output.

Engaging

How and when to engage,
General etiquette.

Advertising

Building adverts,
Setting up events,
Running & managing competitions.

Timings and scheduling

Smart use of automation.

Best practice

Case study examples of success,
Pitfalls to avoid,

Handling negative comments to minimise brand damage,

Measuring success

Reporting,
Making sense of Insights page analytics.

Integration

Using Facebook with your other marketing and business strategies.

Q & A

Answering any questions you have in clear, jargon-free English.

"A highly professional company run by knowledgeable, friendly people"



MARKETING Introduction



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DAY ONE - Modern B2B Marketing Foundation Day

Key Principles

Understanding the Customer (including modern market research).
Setting Objectives.
Developing a Strategy.

Hacking Sales Growth

Outbound vs Inbound Marketing.
Building a sales pipeline.
Choosing the right metrics.

The Modern B2B Marketing Toolkit Online:

A usable website.
Conversion Rate Optimisation (CRO).
Search Engine Marketing (SEO & PPC).
Email Marketing.
Blogging.
Social Media Marketing - including influencer outreach.
Paid Advertising .
Mobile Marketing.

Offline:

Speaking, Writing, Networking,
Direct Mail, Paid Advertising,
Trade Shows, PR.

4. Conclusions, Summary and Close

DAY TWO - Search Engine Marketing (SEM)

Search Engine Optimisation (SEO)

Why search is so important.
How search engines work.
Understanding what your audience

is searching for.
Keyword Analysis Tools.
What Google wants from you?
Black Hat vs White Hat SEO.
Analyse your existing website.
Quick wins for improved SEO performance.
The importance of Content.
How to lay out your web pages.
Encouraging backlinks.
SEO Software.
Keeping an eye on long term performance.
The future of search?

Pay Per Click (PPC)

A brief history of PPC.
When PPC works & when it doesn't.
Combining PPC with SEO.
Choosing which PPC platform to use.
Setting up a Google Account.
Launching Campaigns.
Creating Ad Groups.
Targeting audiences and keywords.
Choose your bidding strategy.
Using effective landing pages.
The importance of Quality Score.
Adopt a Test and Learn mentality.
Keeping an eye on the right metrics.

DAY THREE - Digital Analytics

Website Analytics

How web analytics began.
Key analytics principles.
How to use analytics properly.

Google Analytics

How Google Analytics (GA) works.

Setting up a GA account.
Adding GA to your website.
Ensuring GA is working properly.
The ABCs of GA.
Understand your GA account.
Setting up alerts.
Creating more detailed reports.
How to understand the numbers.

Email Analytics

How email analytics work.
The key email metrics.
Model your success.
The figures that matter and the ones that don't.
Using Google Analytics with Email.
Using Email Analytics to improve campaign performance.

Social Media Analytics

The controversy of Social Media (SM) analysis.
Listening to Social Media.
Using free and paid tools.
Choosing your Key Performance Indicators.
The pros and cons of SM analytics.
Analysing Twitter.
Analysing Blogging.
Analysing Video.
Analysing Facebook.
Analysing LinkedIn.
Understand the numbers.
Using the numbers.
Reporting on Social Media performance.

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