

Qualifies For

7 CPD
Points

HRD Corp
Claimable
Courses / SBL-
Khas

MEXA'S STAY AT HOME VIRTUAL COURSE

"7 hours of Interactive Online Session"

7 CPD Points offered by MEXA
ON

FACEBOOK MARKETING

11 January 2022, Tuesday | 9.00 am – 1.00 pm & 2.00pm – 5.00pm

[Join us from your home / office and be trained in our Virtual Classroom]

INTRODUCTION

We dig deep into the aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize Facebook campaign. The things you will learn about Facebook are truly amazing and will instantly help advance your presence online!

You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing.

OBJECTIVES

By the end of this course, students should be able to:

- Connect with new audiences and lower your ad costs via Facebook Ads!
- MASTER your sales funnel!
- Awareness, engagement and remarketing
- Split testing for optimization

TARGET PARTICIPANT

- Small business owners, Bloggers, Influencers, Public Figures, Online marketers and marketing reps, Advertising managers, Corporations
- ANYONE looking to MASTER Facebook Marketing!
- ANYONE looking to MASTER Facebook Ads!
- ANYONE looking for the most highly targeted and cheapest advertising strategies on Facebook!

METHODOLOGY

Remote online learning – presentation, case studies & practical

CONTENT

MODULE 1: INTRODUCTION TO FACEBOOK MARKETING

- Introduction to Social Media Marketing
- Digital Marketing Sales Funnel
- Customer Persona
- Introduction of Facebook Personal Account, Page, Group, Ads Account

MODULE 2: CONTENT MARKETING

- Copywrite
- Graphic Design
- Call to Action
- DIY Video Recording & Editing
- Video Apps & Graphic App

MODULE 3: FACEBOOK ADS CAMPAIGN

- Facebook Page Creation
- Facebook Page Details, Cover Photo, Profile Page
- Facebook Page Optimization
- Facebook Page Role
- Facebook Ads Creation (Lead Generation)
- Ads Performance Measurement (CPC, CPM, CTR)

MODULE 4: WHATSAPP FOLLOW UP SYSTEM

- How to Follow Up To Maximize Conversion
- Copywrite of Whatsapp Follow Up
- Useful Apps

TRAINER'S PROFILE

Kelly Chong is one of the Lead Trainer in Digital Marketing Consultancy and has trained over 1000 participants in digital marketing courses and seminars across Malaysia. She provides digital marketing training and consulting for SMEs in Malaysia and global clients like Kaercher, Hap Seng, Berjaya Group, FAMA, Agrobazaar, Melawati Mall, Damansara City Mall, MPIG, MEGA Majestic Property Agency, Glo Laser Centre, Online Learning Mandarin and many others. Kelly is also a member of Malaysia Digital Marketing Association.

She has 14 year experience in sales and marketing, and has worked in top global firms like Pharmaceutical company such as Astra Zeneca, Pfizer and DKSH in various senior sales and marketing roles. She is Google Certified and earned recognition as Google partners too. Currently Kelly is running a digital marketing agency and an Online Learning Language Portal company based in Petaling Jaya.

She holds a Master in Business Administration (MBA), International Business, from HELP University College, and Bachelor in Computer Science (Statistic) from Tunku Abdul Rahman College (TARC).

PRE-REQUISITE

- Good Internet / wifi connectivity
- Laptop / handphone with audio/visual
- Virtual platform - ZOOM

PARTICIPATING FEE (HRD Corp Claimable Course / SBL Khas)

RM660 per person + 6% SST (RM699.60/person)
Fee inclusive of Course Notes and Digital Certificate of Participation

For registration:

1. Please email us a copy of your registration form;
2. (HRD Corp Registered Employer) Please apply via HRD Corp e-TRIS for HRD Corp Claimable Courses (SBL KHAS) scheme before training date (subject to approval),

Training fee claiming = RM699.60 per person; and
3. (HRD Corp Registered Employer) Upon training completion, please fill up form **PSMB/SBL-Khas/JD/14** and return it to us immediately. The delay in returning the form will result in delay of the employer's submission of claims.

ORGANIZER (MyCoID: 791613A)

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