

## Course Syllabus



# Facebook for Business

Call +44 (0)1865 522 658

## Objectives

By the end of this course you will know whether to use a business or personal profile. You will understand Facebook Groups and Business Pages and will be able to create these for your business. You will learn several techniques to attract fans to your Facebook Page, what to post in order to encourage engagement and you will understand how you can measure the success of you Facebook marketing.

### Object 1- Facebook Basics - What and Why

- What is Facebook?
- Who uses Facebook?
- Ways to engage on Facebook
- Facebook for personal use
- Facebook for business use
- Facebook groups
- Which profile to use

### Object 2 - Personal Facebook

- Creating a Facebook personal account
- Facebook terminology
- Facebook personal timeline
- Setting personal security
- Using lists
- Status updates
- Facebook for mobile
- Facebook groups
- Facebook stories

### Object 3 - Facebook for Business

- Facebook for business
- Groups or business pages?
- Business page vs personal profile
- Keywords
- Create a business page
- Improve your business page
- Messenger
- Live video

- Events
- Facebook apps
- Managing business page Issues
- Facebook Creator Studio

### Object 4 - Developing Engagement

- Attracting fans
- What to post
- When to post
- Improving engagement
- Pages to watch
- Running competitions on Facebook
- Advertising on Facebook
- Campaign Manager
- Business Manager
- Boosting
- Setting up a shop

### Object 5 - Engagement on a Business Page

- Measuring the success of the business page
- Embedded posts
- Measuring advertisements
- Best practice on Facebook
- Impressions
- Understanding Facebook Insights
- Relevance score

**Buy Facebook for Business Course**





## Summary

Duration: Materials access for 12 months  
15 hours of course content

Price: £99 + VAT

Prerequisites: Broadband

## Buy Facebook for Business Course



### Reviews:

I thought the course was great, very user friendly, nice mix of learning styles, and the modules were well laid out and dealt with what I needed. I would be more than happy to use your online materials again.

- Keith Greene ★★★★★

Very informative and loads of interesting things I never knew about facebook. Would recommend.

-Brianna ★★★★★

As an avid Facebook user – I didn't realise how much there was still to learn. The program is clear and structured so you learn at your own pace. I would highly recommend his course to anyone who is using Facebook for their business,

- Gillian Shaw ★★★★★

The course has helped me understand the recent changes in Facebook with the Ads, promoted posts, sponsored stories, and offers. As well as the changes for insights in how you measure the success of your page in Facebook.

- Anna ★★★★★

Read more reviews [here](#):

Call us today on +44 (0)1865 522 658  
or email: [mary@concisetraining.net](mailto:mary@concisetraining.net)



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