

facebook



EFFECTIVE FACEBOOK MARKETING STRATEGY TO GET CONSISTENT LEADS & SALES FOR SMES

**GROW YOUR TALENT,
GROW YOUR ORGANISATION.**

ORGANIC FACEBOOK MARKETING & PERSONAL BRANDING



MODULE 1, 2

- 1. Understanding Facebook for Professional Use**
 - Overview of Facebook's potential for professional networking and lead generation.
 - Navigating Facebook's features and tools with a zero-budget mindset
- 2. Crafting a Compelling Personal Brand**
 - Building an engaging Facebook profile and business page.
 - Creating impactful, no-cost content: posts, stories, and live videos.
 - Branding strategies to set yourself apart on Facebook.

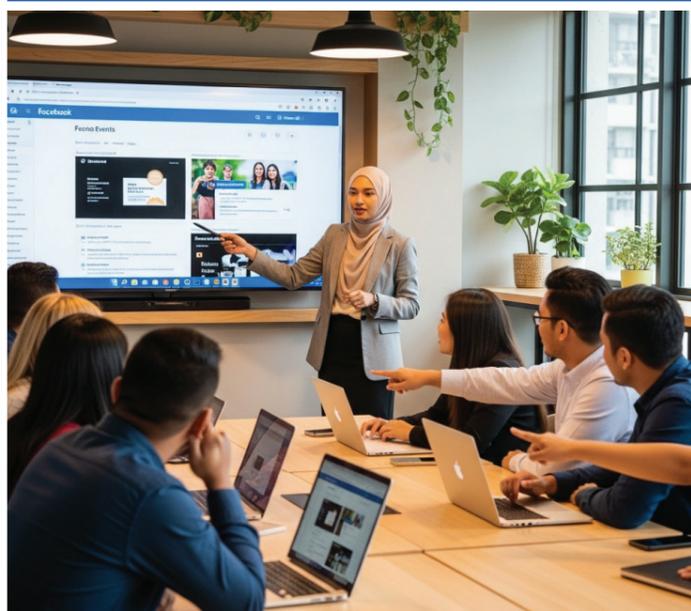


MODULE 3, 4, 5

- 3. Networking and Building Relationships**
 - Techniques for growing a professional network organically on Facebook.
 - Engaging with your audience: comments, groups, and messaging.
 - Networking through Facebook events and community pages.
- 4. Generating Leads Without Spending**
 - Identifying potential leads through organic engagement.
 - Techniques for nurturing relationships and building trust.
 - Strategies for converting online interactions into business opportunities.
- 5. Maintaining and Expanding Your Reach**
 - Long-term strategies for keeping an active and engaging presence.
 - Analyzing and refining your Facebook activities for better results.
 - Staying up-to-date with Facebook's evolving landscape.

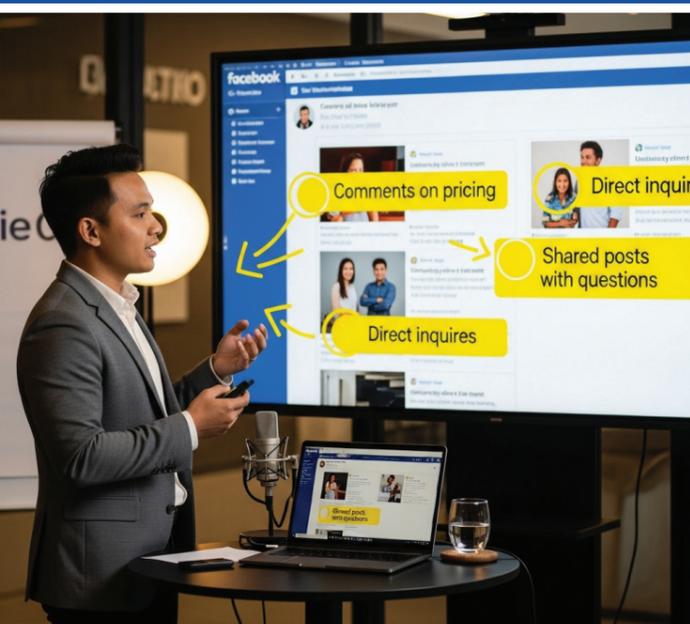


PAID FACEBOOK ADVERTISING & CAMPAIGN OPTIMISATION



MODULE 6, 7, 8

- 6. Understanding Facebook & Instagram Advertising**
 - Overview of advertising on Facebook and Instagram.
 - Differences and synergies between both platforms.
 - The importance of automated advertising in digital marketing.
- 7. Setting Up Automated Campaigns**
 - Step-by-step guide to creating automated ad campaigns.
 - Crafting compelling ad copy and creative design.
 - Utilizing Facebook's Ad Manager and automation tools.
- 8. Targeting and Audience Selection**
 - Identifying and targeting your ideal customer demographic.
 - Using Facebook's targeting tools to refine your audience.
 - The role of lookalike and custom audiences.



MODULE 9, 10

- 9. Optimizing for High Performance**
 - Techniques for monitoring and optimizing ad campaigns.
 - Budget allocation and bid strategy for maximum ROI.
 - A/B testing for ad variation and performance improvement.
- 10. Scaling and Maintaining Campaigns**
 - Strategies for scaling successful campaigns.
 - Maintaining campaign performance over time.
 - Keeping up with platform updates and evolving ad trends.



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