

FACEBOOK ADVERTISING SHORT COURSE

R199.00



Internet Marketing

We specialize in all of the major categories needed for a successful internet marketing campaign.



Traditional Marketing

It is more than the simple communication of who you are and what your service or product is.

WHAT YOU WILL LEARN

At Fairbloem ,we have an exceptionally talented team of people with skills in marketing and advertising, graphic design, and web design.

In this course you will learn the following to help boost your current or new social media platform using Facebook.

- 1. Top 5 Reasons to advertise using Facebook**
- 2. How to Setup Your Facebook Advertising Account**
- 3. How to Setup your Facebook Ads Campaign**
- 4. Facebook Ad Types**
- 5. Creating Successful Ad Creatives and Copy**
- 6. Facebook Audiences and Targeting**
- 7. Facebook Ad Bidding and Optimisation**
- 8. Facebook Ads Reporting and Optimisation**



OUR MISSION AND GOALS WITH THIS COURSE

1. Have the right tools

Having the right knowledge and tools is so important when it comes to Social Media Marketing, we help you define which tools work best

2. Facebook is forever evolving

Social Media Platforms are constantly changing and there is always new ways to get on top, we show you tested methods to achieve these goals and make sure your campaigns remain at their best

3. Affordable Training

We are authentic, real people who genuinely love what we do and willing to take the necessary time to understand you and your company. That is why we have created affordable courses to help during difficult times and cost saving

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