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ADVANCED PROGRAM

Social Media Presentation **Facebook Advertising**

Facebook advertising is the best way to grow a qualified audience to follow your Facebook page. Encouraging people “Like” your page is a great way to build an audience. Attracting a qualified audience through targeted advertising is even better.

Agenda:

- Understanding demographics
 - Current Facebook Insights – who follows you
 - Exploring your actual demographics
 - Building a page that caters to your customer
 - Page design (name, cover image, about section)
 - What content to post
 - Facebook Apps
 - How do I attract the right person?
- Understanding Facebook advertising
 - How much does advertising cost?
 - What is a promoted post?
 - How can I use Facebook offers?
 - Facebook Advertising
- Tracking results with Facebook Insights
- What is Facebook’s Return on Investment (ROI)
- Q&A

Outcome: This program will show you how to grow your Facebook audience through effective paid Facebook ads.