

# Facebook Marketing Bootcamp

Learn how to create and manage successful Facebook ad campaigns, including setting up business pages, leveraging Facebook groups, and creating targeted ads. Review conversion tracking, audience targeting, and Facebook Pixel to ensure that you earn a high return on your advertising budget.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: <https://www.nobledesktop.com/classes/facebook-marketing>



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## Course Outline

### Section 1

#### Introduction to Facebook

- Introduction to Facebook
- History of Facebook
- Understanding the Facebook Algorithm
- Following accounts
- Facebook features overview

#### Content and Interactions

- Types of Facebook Content
- Types of Facebook Reactions
- Best format types to use
- Leveraging your captions

#### Creating a Business Page on Facebook

- Starting a business page
- Creating a business post
- Managing page on Facebook
- Establishing admins and management

### Section 2

#### How to Set Up the Facebook Pixel

- Facebook Conversion Tracking
- Facebook Account Management

- Facebook Reporting & Insights

### **Strategies for Facebook Groups**

- Joining a Facebook group
- Starting a Facebook group
- Content management
- Leveraging groups for business growth

### **Paid Advertising with Facebook**

- Choosing the right advertising
- Ad creation best practices
- Ad optimization
- Ad analytics

### **How to use Shopify with Facebook**

- Reasons to use Shopify
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products

## **Section 3**

### **Determine Your Brand Image**

- Image development
- Trending visuals
- Copy development
- Audience Engagement
- Creating your own brand image

### **Developing a Strategy for Facebook Content**

- Establish goals for Facebook
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics in Facebook

### **Understanding the Earn-first Approach**

- Establish your audience's needs
- Earn-first approach
- How to make creative ideas
- Incorporating gamification and/or call-to-action

## **Section 4**

### **Creating a Content Theme**

- What is a big idea
- What is a content theme

- Determining your theme
- How to branch into sub-themes

### **Strategies on Capturing Content**

- Understanding editing in Facebook
- Establishing visual consistency
- Recording your content

### **Developing a Community**

- Interacting with target audience
- Understanding your audience's needs
- How to leverage your audience
- Connecting with your community through groups

### **Creating a Post Cadence**

- Establishing your availability
- Scheduling consistent content
- Adapting your cadence