

Facebook Marketing

Learn how to create and manage successful Facebook ad campaigns, including setting up business pages, leveraging Facebook groups, and creating targeted ads. We'll also review conversion tracking, audience targeting, and Facebook Pixels 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 or visit: nobledesktop.com/classes/facebook-marketing



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Course Outline

- Introduction to Facebook
- Understanding the Facebook Algorithm
- Best Practices for Setting up a Facebook Business Pages
- Strategies for Leveraging Facebook Groups for Growth
- Facebook Ads Strategy
- How to Setup the Facebook Pixel
- Facebook Conversion Tracking
- Facebook Audience Targeting
- Facebook Ad Creation Best Practices
- Facebook Ad Optimization
- Facebook Account Management
- Facebook Reporting & Insights