



Facebook Course

A 5 Star Rated course from the Marketing experts

Facebook Course

Develop your knowledge and skills to maximise the power of Facebook to market your business on this one-day course.

Introduction

We will show you how to develop your knowledge and skills to maximise the power of Facebook to market your business on this one-day course.

The training will cover strategy, lead generation, Facebook advertising and more.

Who would benefit from this course?

This training course is ideal for anyone who wants to use Facebook for a company or organisation.

You should have some experience of using Social Media and ideally will already have a Facebook profile set-up.

This course can be adapted for complete beginners and also sales teams, who will be taught the concept of 'employee advocacy' and how it can work for them.

Classroom & Virtual Classroom Courses

We offer this course as a classroom-based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK. These cost from £690 + Vat in classroom or £590 + VAT online via Zoom/Teams. Please email or call us with your preferred venue, number of delegates and any requests

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

Excellent course, with loads of great tips for me to take back to work. Thank you

Abby Leigh Caulfield
Springvale


mtraining

Facebook

Course Outline

This Course will teach you how to get the most out of Facebook.

Facebook And How It Can Work For You

How Facebook works
Latest trends and developments

Making The Most of Your Business Page

Understanding how to target your ideal audience
How to build a following and create a dialogue

Dos and Don'ts

Facebook etiquette
Use of Facebook data

Building A Strategy For Lead Generation

Creating objectives
Developing a strategy
Developing your Facebook voice and identity.
How to generate leads

Lead Generation

How to use the search function
Generating leads from search

Creating Great Content For Facebook

Understanding your target audience
Creating ideas for content
How to write engaging content
Great examples

Understanding Your Analytics

Advertising options
Developing a strategy
Getting the best possible return on investment
Great examples

Measurement and Management

How to get the most out of Facebook, in the least possible time
Measuring your success

To book please see next page



5.0 ★★★★★

Sarah was a great trainer - very friendly, clear, and helpful.

I would definitely recommend to others!

Melissa Oakes
Royal Crown Derby

For private courses the course content can be adapted to suit your requirements.
Please contact us to discuss your requirements.



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Why Choose M Training's Facebook Training Course

- Run by a Facebook expert who runs social media campaigns for many companies and organisations
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient location in Manchester.
- Detailed course notes provided
- Lunch & refreshments provided (when at our premises)
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £690 for a one day classroom course and from £590 for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

How to book

To book a 1 Day Facebook course, simply get in touch to organise the course and date

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

Found the course really useful and lots to take back with me.

Chloe Tatton
Franklyn Financial
Management

