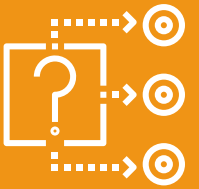




Digital Marketing

Engineer your Career as Digital Marketer
Signature Training by Qasim Nadeem

What is Facebook Marketing?



Facebook has **1.56 billion daily active users** . Let's put that in perspective. That's nearly 5X the population of the United States, 20% of the world population ... and **still climbing**.



Meet the Instructor – Qasim Nadeem

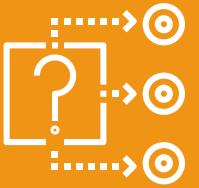


- Microsoft Certified Professional in Web and Cloud Technologies
- Started Professional Life in **1989-90** and spent 7 years in Low Level Software Engineering
- A Decade in Networks i.e. MCSE CCNA CCNP
- Last Decade in Web & Software Engineering i.e. HTML5, PHP, Java, Android, ASP.Net, C#, SQL Server, SharePoint, MongoDB ExpressJS Angular Node.js known as Mean Stack
- Running a Software House that delivers various products i.e. Ecommerce Portals, Job Portals, LMS, Corporate Websites etc.
- Consultant to Ecommerce & Web Industry
- Working in capacity of Principal Technologist & eCommerce Expert



DIGITAL MARKETING EDUCATION & CERTIFICATION
Certificate of completion #f193b5b25adf708
Certification exam ID-5d9a16a50d320030b74ebfc3

Course Content





The Facebook Marketing Contents

Facebook & Its Benefits

How to setup a facebook business page

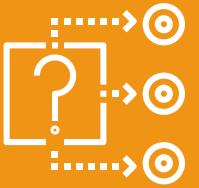
Types of Facebook posts

How to get Facebook Page Likes & Traffic

Facebook Marketing Inbound & Outbound way

Types of ads over Facebook

Let's Start with Facebook Marketing





Facebook & Its Benefits

Facebook has **1.56 billion daily active users** . It is nearly 5X the population of the United States, 20% of the world population ... and **still climbing**.

- Facebook is free. [When something is free you are the product]
- Facebook has a vast reach.
- Businesses can share their information i.e. products, events, pictures, videos etc.
- You can talk to your existing and potential customers.
- Raise brand awareness and promote positive word-of-mouth.
- Facebook can steer traffic to your website.
- Facebook is a low-**cost** marketing **strategy**.
- Targeted advertising.

Identifying Audience & Page Creation: Identify your audience & create and live your facebook page

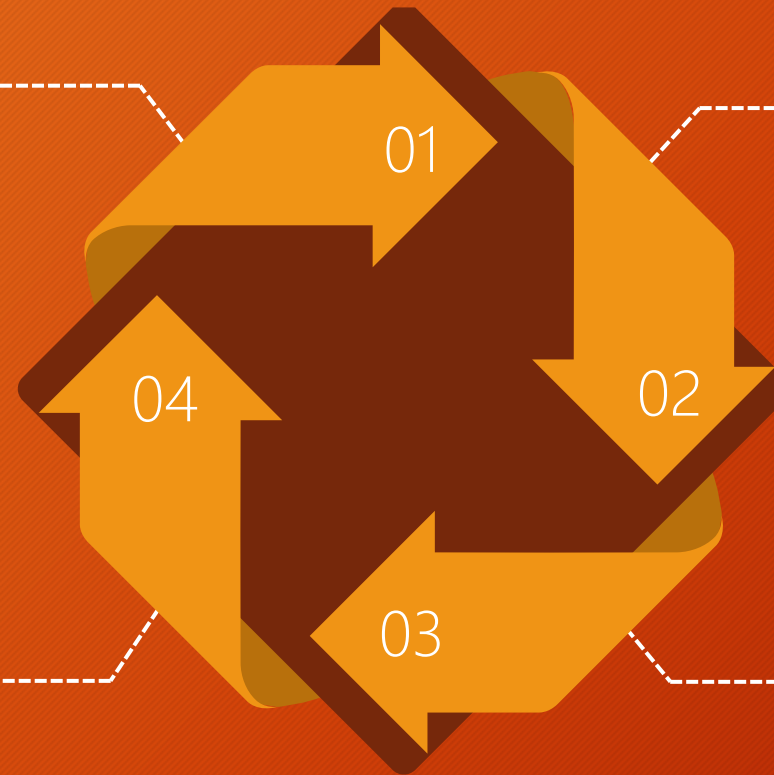


Strategy: Design and Implement Facebook strategy, publish engaging posts as per strategy

Marketing Campaign: Reach maximum potential customers by running paid campaigns



Analysis: Measure your success with facebook detailed analytics



Facebook Process





Why it is Important to Identify your Audience?

It's important to reach the people most likely to become customers. Defining business's target audience will help us do just that.

What is a target audience?

A **target audience** is the group of people you want to reach with your marketing message, because they may be likely to take action as a result of seeing it.

People in your target audience will have certain characteristics in common. These characteristics fall into three broad categories:

Demographics (Age, gender, Income, Occupation, Education, Location),
Interests, Behaviors.

[Document](#) & [Template](#)



Using Facebook to Identify Your Audience

Demographics are the most basic facts about your customers. Where do they live? How old are they? What do they do for a living? There's a ready-made solution that will give you all of this information. It only takes about five minutes. Everything you need is already inside Facebook! Log in and head over to your Business Page Insights.



Creating Facebook Page

- Create a Facebook Page
- Add photos
- Add a short description
- Create a username for your Page
- Add your Page to Shortcuts
- Set up Page roles
- Customize your notifications
- Add a Page CTA [Call to action button]
- Organize your Page tabs
- Verify your Page



Facebook Posts

There are too many types of posts, which we can use to pass our message to our audience.

Few of the types are:

Videos,

Blog Posts,

Memes,

Podcast, etc.

For More: [Types-of-facebook-posts-you-can-use-to-engage-your-audience](#)



How to get Facebook Page Likes & Traffic

Sharing on following venues:

- Groups
- Hashtags listing
- Response on hashtag listings
- Events
- Offers
- Sharing events on different websites
- Regular & enagaging posting on page



Customer Journey

The customer journey (buyer's journey) refers to the experiences that people have before deciding to purchase a product or service. It can be roughly divided into three stages:

- **Awareness:** When the customer first learns about a business or product.
- **Consideration:** When the customer becomes interested in a business or product.
- **Conversion:** When the customer decides to buy a product or service.

Your marketing efforts are meant to help move your target audience along this journey. Marketers often refer to this process as a funnel.

The term "funnel" is used because the number of prospective customers gets smaller as they move from awareness to conversion.

[Document](#) & [Template](#)



Setup Marketing Goal

Why is it important to set goals?

Goals can help you stay focused on what you hope to accomplish with your marketing efforts. For instance, Adriano wants to get the word out about Little Lemon's new service, but has limited resources. Specific goals will keep his team aligned and focused.

What is a SMART goal?

As you think about your own marketing goals, it helps to make them SMART. Let's take a closer look at each element of the SMART acronym.

S= Specific, M=Measureable, A=Achieveable, R=Relevant, T=Timebound

[Document](#) & [Template](#)



Facebook Marketing – Inbound Way

- An **inbound strategy** is about being helpful and relatable to your audience. It involves understanding the goals of your customer and partnering with them to overcome challenges. One of the best ways to do this is to be available where they already spend their time — that means you need to be present on Facebook.
- Facebook's tools cater to the business that wants to form an *authentic* relationship with their audience. It allows **marketers to create and distribute quality content** that's helpful for users. And it allows sales and customer services reps to connect with consumers interested in a brand.
- **It's not about being spammy, annoying, or deceiving.**
- If you're building a Facebook Page just to check one more thing off the branding to-do list, think again. True Facebook marketing requires a consistent, long-term commitment. But we promise, the awareness and demand will be worth it.



Facebook Marketing – Outbound Way

- An **outbound strategy** is about running ads on Facebook, this will give the instant reach to your prospects.
- Outbound is costly but gives you access to your target market.

Next slide gives you an overview that with how many objectives you can run your campaigns:



Awareness

Brand Awareness

Reach

Video View

Store Location

Consideration

Traffic

- Link Clicks
- Landing Page Views

Engagement

- Messenger/IG/WhatsApp
- Post Engagement
- Call

Conversion

Leads

Sales

Jazak'Allah

