

SKILL LAB

FACEBOOK MARKETING

PRESENTED BY

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Facebook Marketing

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Facebook Marketing refers to using Facebook's platforms, tools, and features to promote a business, brand, product, or service. It's one of the most popular forms of social media marketing because Facebook has billions of active users and offers powerful targeting options.



Why Facebook Marketing

- 2 billion+ Users - enough audience based on your target
- Each user has 200 friends in average
- Real profiles, real personas - knowing your audience whom to target
- Powerful ad campaign



Types of Facebook Pages

Business Page

Focuses on showcasing what the company offers while understanding who the customers are and what they want.

Public Figure Page

Highlights the personality, expertise, and voice of an individual through a personalized content and engagement approach.

Community Page

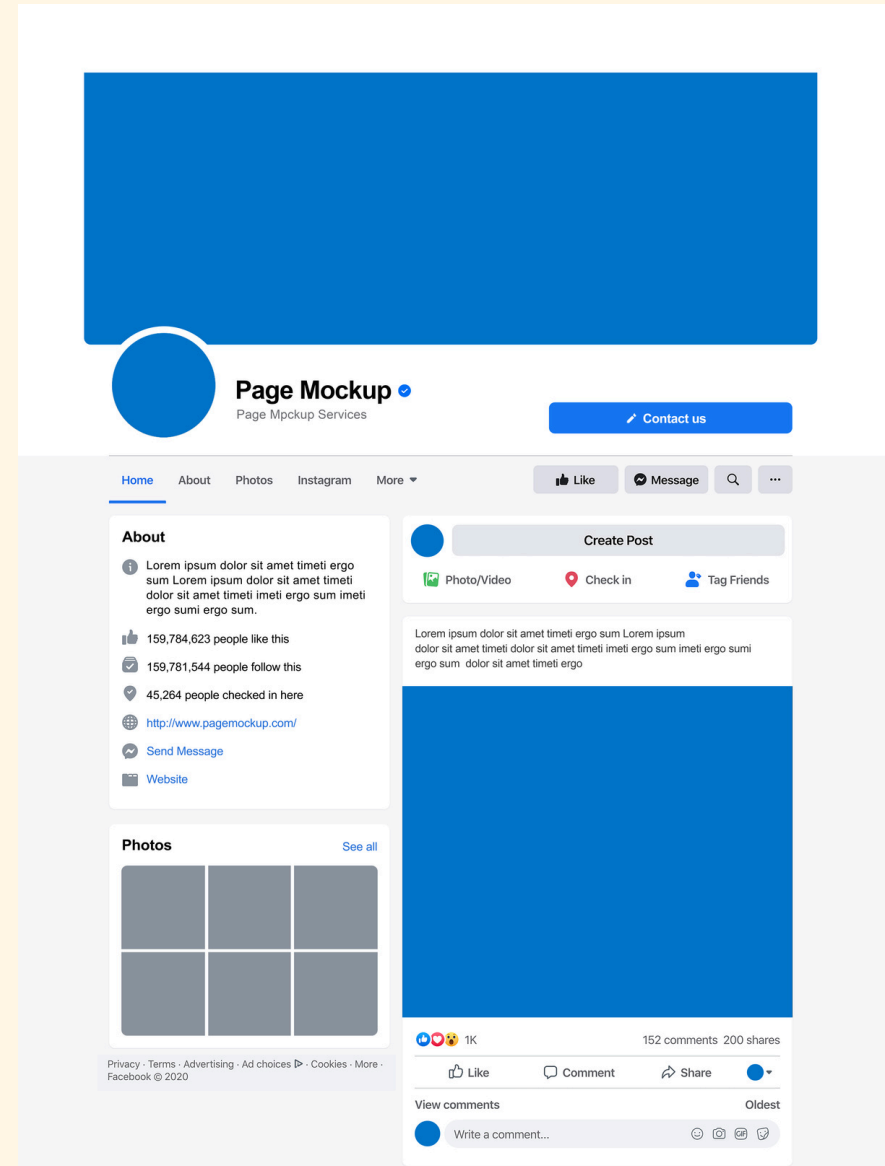
Centers on shared interests, creating visually unified and story-led posts that spark connection and conversation.

Brand/Product Page

Promotes specific products or brand lines, using insights and performance data to refine content and boost visibility.

Setting Up a Facebook Business Page

1. CHOOSE A PAGE NAME + CATEGORY
2. ADD PROFILE PICTURE & COVER PHOTO
3. ADD BIO, CONTACT INFO
4. INVITE FRIENDS TO LIKE THE PAGE
5. START POSTING!





Content Types for Facebook

- Videos
- Reels
- Stories
- Polls
- Live sessions
- Links / Blogs
- Offers & promotions

What Makes Good Content?

Eye-catching visuals

that grab attention and stop the scroll.

Short text

that's easy to read and delivers value quickly.

Clear call-to-action (CTA)

that guide your audience on what to do next.

Useful + entertaining

that educate, inspire, or delight your audience.

Consistent posting

to keep your brand visible, approachable, and top-of-mind.

Conversation-driven content

that invites comments, encourages feedback, and highlights audience participation.

Types of Facebook Ads

- Image Ads
- Video Ads
- Carousel Ads
- Lead Generation Ads
- Engagement Ads
- Website Traffic Ads



Facebook Insights & Analytics

- Likes & followers
- Reach
- Engagement (comments, shares)
- Post performance
- Ad performance
- Audience demographics

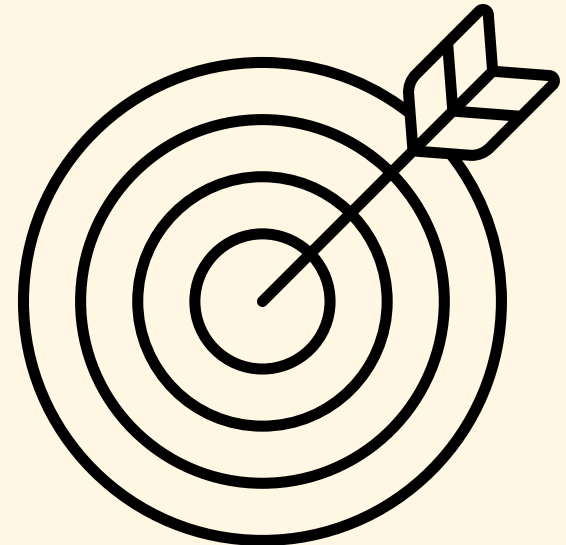


Targeting

Facebook Targeting refers to the way you choose exactly who will see your content or ads on Facebook. It's one of Facebook's biggest strengths because it lets you reach the people most likely to be interested in your brand, product, or service.

Why Facebook Targeting Matters

- Reaches the right people
- Improves ad performance
- Reduces wasted budget
- Helps you scale campaigns effectively



Targeting Types

1. Core (Detailed) Targeting

Targets people based on:

Demographics (age, gender, location, job title, education, etc.)

Interests (hobbies, pages they like, topics they follow)

Behaviors (shopping habits, device usage, travel patterns)

2. Custom Audiences

Targets people who already know your brand:

Website visitors

Email list subscribers

App users

People who engaged with your posts or ads

This is perfect for retargeting and warm audiences.

3. Lookalike Audiences

Targets new people who resemble your best customers.

Facebook analyzes your Custom Audience and finds similar users based on behavior, interests, and patterns

FACEBOOK MARKETING

The End



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