



Facebook Training Course

A one day course from the 5-star rated Marketing Training experts



Facebook for Business

This is a one day training course for organisations looking to take advantage of the power of Facebook.

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.

This Facebook course is run at our Manchester training centre plus venues in Liverpool, Leeds and Birmingham. Facebook training is also offered on a one to one basis and for private groups.

Suitability - Who should attend?

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.

Price and Venues

Manchester:

Liverpool: On request

Leeds: On request

Private courses: On request

I learnt a good amount from your approach to tutoring the courses and feel that I couldn't have asked for much more in terms of course value, it very much exceeded my already high expectations.

Owen Lewis | Cash Converters

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

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

Google
5.0 ★★★★★
RATINGS

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided



Facebook

COURSE OUTLINE



This Course will teach you how to get the most out of Facebook. Facebook and how it can work for you

Facebook And How It Can Work For You

- How Facebook works
- Latest trends and developments

Making The Most of Your Business Page

- Page roles, settings and how it should look.
- How to build a following and create a dialogue

Dos and Don'ts

- Facebook etiquette
- Use of Facebook data

A very personalised service with no question left unanswered. I would highly recommend the courses at M Training.

Imogen Clyde-Smith | Australian Wines

Building A Strategy For Lead Generation

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

Creating Great Content For Facebook

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

Understanding Your Analytics

- Interpreting your data and acting on it.
- Getting the best possible return on investment

Measurement and Management

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

Introduction to Facebook Ads

- Advertising options
- Creating an ad
- How to get the results that you want.

To book please see next page

We all found the session incredibly useful and have been implementing some of the actions based on our learnings.

Michael Ashcroft | Nestle Health Science



How to book

To reserve your place on the Facebook course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

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.

I attended several courses which were all very informative, well-structured and delivered to a high standard. All questions I had during the day were answered. I left with increased knowledge and feeling confident about the specific areas.

Matthew Mycock | Haywater Healthcare

