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Facebook Marketing for Business



✓ Learning Objectives

➡ Run professional Facebook pages and ad campaigns effectively.

➡ Topics:

- ✓ Facebook Business Suite Overview
- ✓ Creating & Managing Facebook Pages
- ✓ Content Planning and Post Scheduling
- ✓ Facebook Ads: Objective, Audience, Budget, and Placements
- ✓ Analyzing Insights & Ad Performance

➡ Practical Activity:

➡ Create a Facebook Page and run a demo ad campaign.



Facebook Business Suite Overview

◆ What is Meta Business Suite?

A free platform to manage Facebook & Instagram in one place.

Access via: business.facebook.com

Key Features:

Page and Ad Management

Post Scheduling & Inbox Management

Insights & Analytics

Ad Account and Pixel Setup

Why Use It?

Simplifies workflows.

Gives data-driven insights for better decision-making.

Helps collaborate with teams.



Creating & Managing Facebook Pages

Steps to Create a Page:

Go to Create → Page

Enter Page Name, Category, Description

Add Profile & Cover Photos

Customize with:

Username

Call-to-Action Button

About Info

Contact & Location

🔧 Optimization Tips:

Use consistent branding (logo, colors).

Add custom tabs like Services, Shop, or Reviews.

Enable Messenger auto-replies.



Content Planning and Post Scheduling

Why Plan Content?

Saves time and ensures consistency.

Helps align posts with campaigns/events.

🧠 Content Types:

Educational (Tips, Facts)

Promotional (Offers, Products)

Engagement (Polls, Questions)

User-Generated (Reviews, Testimonials)

🛠️ Tools in Business Suite:

Planner Tab → Schedule posts and stories.

Insights → Find best posting times.

✨ Tips:

Maintain a balanced mix (80% value / 20% promotion).

Use Canva for visuals.

Add hashtags and emojis to boost reach.



Facebook Ads: Objective, Audience, Budget, and Placements

Campaign Structure

Campaign Level: Choose Objective

Ad Set Level: Define Audience, Budget, Schedule

Ad Level: Create the actual visual + text

⚙️ Common Objectives:

Awareness → Reach, Brand Awareness

Consideration → Traffic, Engagement, Video Views

Conversion → Leads, Sales, Messages

👤 Audience Targeting:

Core Audience – Age, gender, location, interests

Custom Audience – Website visitors, customer lists

Lookalike Audience – Similar users to your best customers

💰 Budget & Placements:

Budget: Daily or Lifetime

Placements: Facebook Feed, Stories, Marketplace, Instagram

🧩 Ad Design Tips:

✓ Use eye-catching visuals

✓ Write short, clear headlines

✓ Add a CTA (Call to Action)

✓ Test multiple ad versions (A/B Testing)



Analyzing Insights & Ad Performance

Key Metrics:

Metric Meaning

Reach Number of unique viewers

Engagement Likes, comments, shares, clicks

CTR (Click-Through Rate) % of people who clicked

CPC (Cost Per Click) Average cost per click

Conversions Completed desired actions

Tools for Analytics:

Meta Ads Manager

Facebook Page Insights

Improvement Tips:

Reinvest in high-performing ads

Pause low-performing campaigns

Test different creatives and copy



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