

Facebook Marketing

Session 1: Introduction to Facebook Marketing

- Getting started with Facebook for business.
- Terminology.
- Sharing on Facebook.
- Chat and messages.
- Adjusting your account settings.
- When to use a Facebook Page versus Groups.
- How to create a Facebook Page.
- Elements of successful Facebook Page marketing.

Assignment:

Analyze a Facebook Page for a business or non-profit organization you admire, and try to suggest improvements based on the elements of successful Facebook Page marketing covered in Week 1 of this course.

When sharing your analysis, please follow this format:

- Description of the business or non-profit organization you are analyzing.
- Elements of success represented by the Facebook Page you are reviewing.
- Suggestions for improvements to be made to the Facebook Page.

Session 2: Content and Image Development for Your Facebook Goals

- Generating sales with your Facebook Page.
- Driving traffic to your website.
- Increasing Engagement with photos and videos.
- Developing lead generation on your Facebook Page.
- How to create/use a social media content calendar for your Facebook Page.
- Measuring your Facebook results.

Assignment:

Create a content calendar for your Facebook Page. Include a week's worth of content for your audience. In your submission, please include:

- Your primary goal for your Facebook Page: Lead generation, driving traffic, product sales, app installs, etc.
- Who your target audience is: demographic and psychographic details.
- 1 week's worth of sample content, including images

Session 3: Facebook Advertising

- An introduction to Facebook Ads.
- Learn how to segment your demographic with Facebook advertising.
- Understanding Facebook bidding strategies.
- How to split test your ads in Facebook.
- How to use the best imagery in your Facebook ad campaign.
- How to create winning ads that fit Facebook's terms of service.

Assignment:

Draft an ad for your Facebook Page. Choose the audience. Choose whether it will be for desktop or mobile. Choose when it will run. Choose the image or video featured. Choose the call to action.

Note: You do not need to actually purchase the ad.

Please make a note of your choices as you walk through the ad development process. Explain why you are making the choices you are for each step of the process. Take a screenshot of the final draft of your ad and submit along with an explanation of your ad development process.

Session 4: Advanced Facebook Marketing Techniques

- Case studies of brands using Facebook Pages in an innovative way.
- Video strategies inside your Facebook Page.
- Creating a strong community around your brand using Facebook.
- Facebook apps.

Assignment:

This assignment has two parts.

Part 1: Create a video element for your Facebook Page. The video content you create should follow best practices for using video on a social media channel. Send a short description of the video content, its purpose, and why you think it is a good addition to your Facebook Page.

Part 2: Find a video element on another Facebook Page for a business or non-profit. Does that video follow best practices? Why/why not? What is the Facebook Page owner trying to achieve by including the video? Describe the video element you are reviewing.