



Dunston IT

Confidence in Training

# SOCIAL MEDIA FACEBOOK



facebook

## Getting Started

### Introduction

With more than 400 million active users and 50% of those users logging on to Facebook in any given day, Facebook has become an essential marketing tool for today's businesses. It is now the 2<sup>nd</sup> most visited site in the world after Google and more time is spent on Facebook than any other site in most countries. It is clear that Facebook is an important component of any social media marketing plan, if not the most important.

### Objectives

A hands-on workshop designed to show businesses how to use their Facebook presence to promote their business and grow a following.

### Designed for

SMEs looking to maximise their Facebook exposure. Includes Owners of businesses and those performing the marketing function.

### Duration

One day training course.

### Cost

£195 plus VAT

### Topics

- ✓ Set up a page and create a customised landing page to promote you/your business
- ✓ Identify your target audience and develop a clear marketing message for them
- ✓ Learn the steps you can take to promote the page and attract followers
- ✓ How to build a campaign and get great content
- ✓ Create tabs that add value for customers e.g. as a dentist giving teeth cleaning tips for babies, learn how to create tabs that matter
- ✓ Explore Facebook advertising and Free Facebook applications
- ✓ Look at success stories on Facebook, to inspire you.

For further information call

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[www.dunston.it](http://www.dunston.it)