

# Facebook & Instagram

## Advertising Mastery



# Course Overview



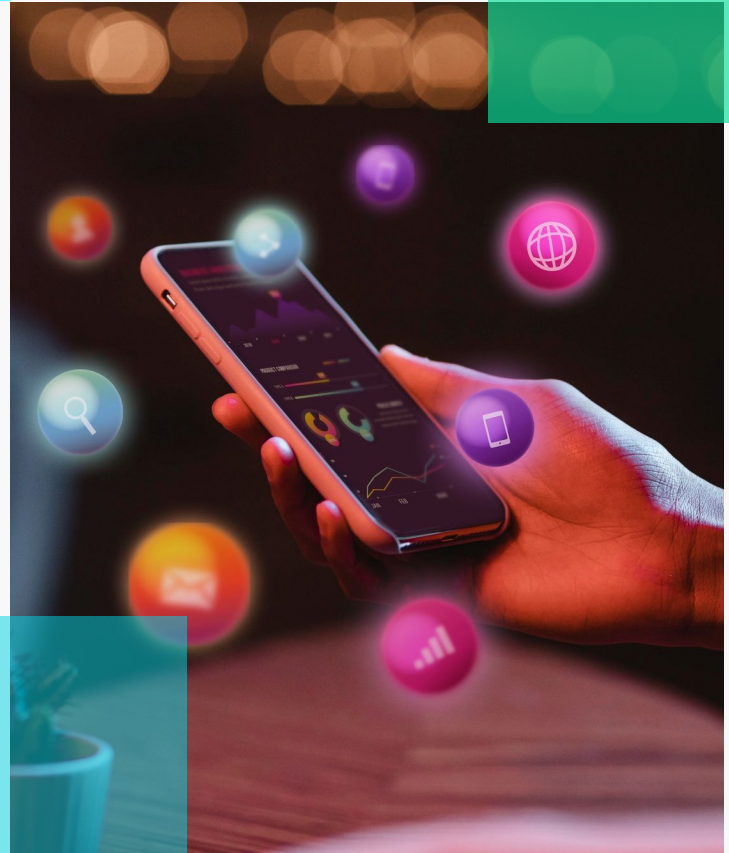
Master the art of Facebook & Instagram advertising with this comprehensive course. Learn to strategize, plan, execute, and optimize campaigns for maximum impact. Dive into stakeholder feedback, marketing plans, execution, monitoring, post-campaign analysis, and leveraging AI tools.

# Course Logistics

## CLASS SCHEDULE

- 1 Morning Break
- Lunch at 12:15 PM
- 1 Afternoon Break
- Assessment at 5:30 PM

Exercises and Questions  
Throughout 2 Assessments (1 each day)



# Course Outline

## Day 1

Gather feedback from relevant stakeholders to identify Facebook and Instagram campaign objectives and components of operational plans

Develop a Facebook and Instagram marketing plan consisting of products and services to be advertised, marketing mix and campaign schedules

Execute Facebook and Instagram marketing campaigns based on marketing strategies and plans with pre-campaign testing and analysis

## Day 2

Monitor Facebook and Instagram campaign performance and effectiveness based on the target audience and competitor responses to optimize the campaign

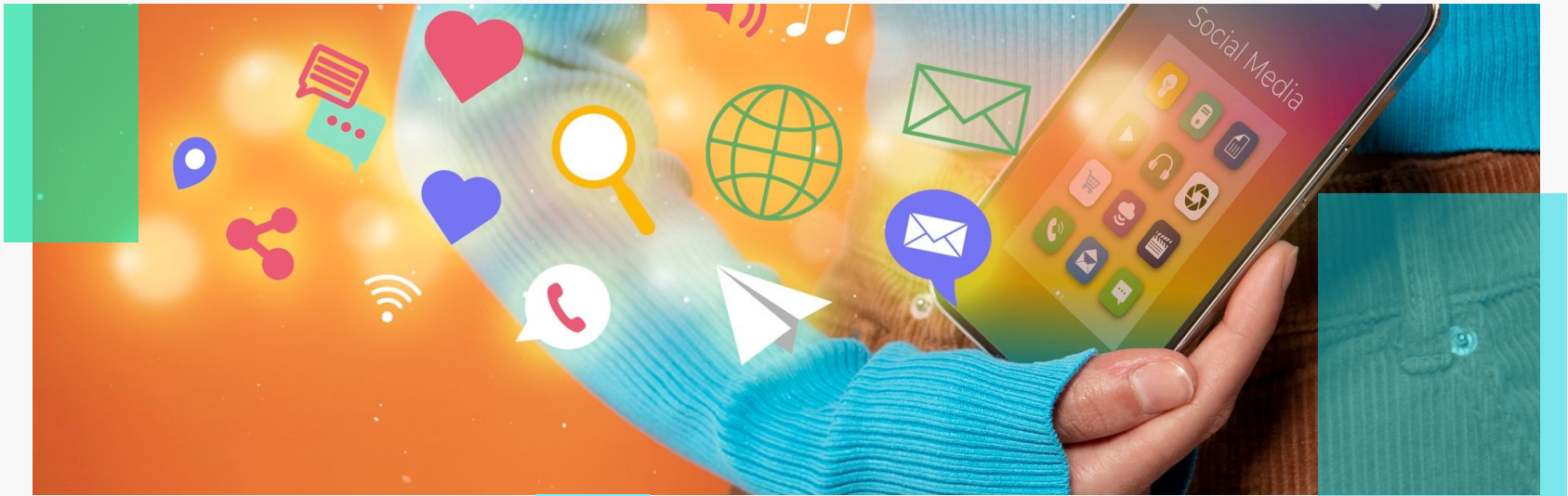
Analyze post-campaign data to derive learnings and recommendations for future Facebook and Instagram campaigns



# Day 01

## What Will You Learn?

### Learning Outcomes, K&As



# Day 01



## Stakeholder Engagement for Campaign Objectives and Plans

Solicit input from key stakeholders to pinpoint precise goals for Facebook and Instagram campaigns.

Collaborate with stakeholders to outline operational strategies and tactics essential for campaign success.

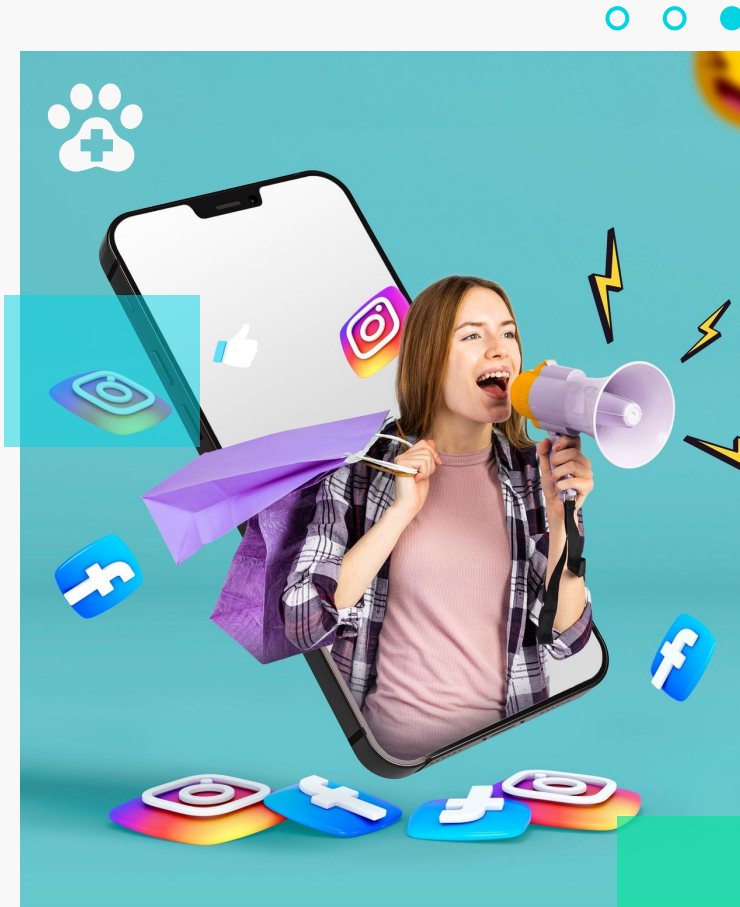
## Crafting a Comprehensive Facebook and Instagram Marketing Strategy

Create a detailed marketing plan outlining the products and services slated for promotion on Facebook and Instagram.

Strategize the marketing mix, including elements such as messaging, visuals, and targeting strategies.

Establish campaign schedules to ensure timely and effective deployment of advertising content across both platforms.





## Implementing Facebook and Instagram Campaigns with Strategic Precision

Implement Facebook and Instagram marketing campaigns aligned with overarching marketing strategies and meticulously crafted plans

Prioritize pre-campaign testing and analysis to ensure campaigns are launched with maximum effectiveness and efficiency.



# Day 02 What Will You Learn?

## Learning Outcomes, K&As





# Optimizing Facebook & Instagram Campaigns

Evaluate the performance and effectiveness of Facebook and Instagram campaigns by closely monitoring how they resonate with the intended target audience.

Analyze competitor responses to gain valuable insights and fine-tune strategies for better campaign optimization.

Utilize data-driven approaches to adjust campaign elements and ensure maximum impact and efficiency.

## Post-Campaign Analysis for Enhanced Facebook and Instagram Campaigns

Evaluate post-campaign data to extract insights, identifying strengths, weaknesses, and opportunities for improvement.

Formulate actionable recommendations based on analysis findings to refine future Facebook and Instagram advertising strategies.

# Day 02



# Testimonials



OUR RECENT LEARNERS' REVIEWS OF OUR CLASSES



## Angela Lim

The course was a very good primer on Content Marketing, providing a jumping off point for deeper dives. I'm looking forward to the next course hosted by ClickAcademy!



## Granville D'Souza

I had an exceptional experience completing a training course with ClickAcademy Asia. The trainers were knowledgeable and engaging, the course material was comprehensive and the learning environment was top-notch. The personalized attention received throughout the course was outstanding, resulting in increased confidence in skills and abilities. I highly recommend ClickAcademy's professional development opportunities.



## Diana Sherin

I recently attended a training course at ClickAcademy Asia Pte Ltd and it was an excellent experience from start to finish. The staff were friendly, professional and always willing to help, which made me feel welcomed and supported throughout my training journey.



## Shahrizal Joe Aziz

I highly recommend ClickAcademy Asia Pte Ltd for quality training. The staff were friendly, professional and always willing to help, the course material was well-structured and easy to follow, and the trainer was knowledgeable and enthusiastic. The interactive nature of the course and practical exercises were helpful in applying the concepts.

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# Course Fees & Fundings



# Course Fee

## **\$995 per participant**

(excl. GST)

**FREE  
Refresher  
Class**  
within 1 year  
(T&Cs apply)

### Self-Sponsored

Funding Type	Course Fee	Up to 70% funding by SkillsFuture Singapore	GST	Amount Payable	Eligible for SkillsFuture Credits
Singapore Citizens aged 21-39 and PRs	\$995 (Excl. GST)	\$497.50	\$89.55	\$587.05	Up to 100% of Course Fee* Subject to SkillsFuture Credit Availability
Singapore Citizens aged 40 & above	\$995 (Excl. GST)	\$696.50	\$89.55	\$388.05	

\*Singapore Citizens aged 25 and above can offset the course fee using their [SkillsFuture credit](#)

\*NTUC members enjoy 50% unfunded course fee support for up to \$250 each year for courses supported under [UTAP](#)

## Company-Sponsored

Funding Type	Course Fee	Up to 70% funding by SkillsFuture Singapore	GST	Amount Payable	Additional Support via Absentee Payroll
<b>Company (SME)**</b> Eligible for Singapore Citizens & PRs	\$995 (Excl. GST)	\$696.50	\$89.55	\$388.05	\$4.50/hr, capped at \$100,000/enterprise/year
<b>Company (Non-SME)</b> Eligible for Singapore Citizens & PRs	\$995 (Excl. GST)	\$497.50	\$89.55	\$587.05	
<b>Company (Non-SME)</b> Singapore Citizens aged 40 and above only	\$995 (Excl. GST)	\$696.50	\$89.55	\$388.05	

### \*\*SME Eligibility Criteria

- Registered or incorporate in Singapore
- At least 30% local shareholding by Singapore citizens or PRs
- Employment size of not more than 200 (at group level) or with annual sales turnover (at group level) of not more than \$100 million

Eligible companies can also claim 90% out-of-pocket expense with [SkillsFuture Enterprise Credit \(SFEC\)](#)



# Let's Start The Journey!

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