

Meta Marketing (Facebook & Instagram)

Create Impactful Facebook & Instagram
Marketing and Advertising Campaigns



In-Person or Online-based classroom



Duration: 16 Hours (2 days)



You're in Good Company

We upskill and empower teams at leading industry organisations.
You are in good hands



Course Fees & Fundings

Course Fee: **S\$990.00** (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S\$297.00** (inclusive of 9% GST)

SkillsFuture
Credit, PSEA,
UTAP
Claimable

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Course Overview

Facebook has dominated the social media space and is currently the most-used social media platform worldwide. With billions of users on Facebook, utilising it as a marketing tool has become the norm.

This 2-day intensive Meta Marketing (Facebook and Instagram) course will enable trainees to develop a Facebook and Instagram marketing strategy, launch compelling Facebook and Instagram marketing and advertising campaigns to drive leads/increase brand awareness, and review and optimise performance.

Through a mix of real world case studies, group work/discussions and hands-on implementation, trainees will gain practical knowledge and develop confidence in creating, running and managing Facebook and Instagram marketing campaigns.



Target Audience

Marketing Executives, Digital Marketing Managers, Social Media Managers, Business Owners, and individuals who manage and implement Facebook Marketing and Advertising on a day to day basis.

01. Marketing Executives: Ideal for those who need to understand and oversee Facebook marketing strategies as part of their broader marketing campaigns.

02. Digital Marketing Managers: Perfect for professionals responsible for planning and executing digital marketing initiatives, including managing Facebook ads and optimizing performance.

03. Social Media Managers: Tailored for individuals who handle the daily operations of social media platforms, focusing on maximizing engagement and reach through Facebook.

04. Business Owners: Essential for entrepreneurs and business owners looking to leverage Facebook as a key platform for driving sales and growing their brand presence.

05. Individuals Managing Facebook Ads: Suitable for those directly involved in setting up, managing, and analyzing Facebook advertising campaigns to ensure effectiveness and ROI.

06. Content Creators: Ideal for those developing content specifically for Facebook, ensuring it aligns with advertising goals and resonates with the target audience.

07. Brand Strategists: Beneficial for individuals responsible for shaping and communicating the brand's message on Facebook, ensuring consistency and impact.

08. Freelancers & Consultants: Valuable for independent professionals who offer Facebook marketing services, helping them refine their approach and deliver better results to clients.

Course Highlights

In this 2-day Meta Marketing (Facebook and Instagram) course, you will learn:

- How to make use of Facebook marketing channels (Groups, Offers, Events, Marketplace) to market your business & products for free
- How to utilise Facebook Audience Insights to better understand your potential customers and build relevant audiences for ad targeting campaigns
- How to create multiple Facebook and Instagram ad campaigns from ground up, with step-by-step instructions and guidance from an industry expert
- How to select the right advertising campaign objectives (Brand Awareness, Reach, Traffic, Lead Generation, Conversion) that align to the marketing objectives (many marketers get this wrong)
- Industry best practices in writing attractive ad copy, designing visually-captivating creatives, and delivering compelling promotions
- How to build powerful marketing audiences on Facebook and Instagram, segment and target them effectively to produce positive return on investment
- How to develop and implement Facebook ad retargeting strategies
- Facebook Marketing Analytics: What to measure, how to analyse reports, and what to do with the insights
- How to deploy A/B testing strategies and implement continuous optimisation

Course Objectives

This Meta Marketing (Facebook and Instagram) course is designed to equip learners with practical knowledge & skills in developing a Facebook marketing strategy & executing Facebook advertising campaigns.

By the end of this course, you will be able to:

- Review Meta assets (Facebook and Instagram Pages) and interpret page insights
- Develop a Meta marketing strategy that takes into account marketing mix, competition, business objectives and KPIs
- Select Facebook marketing channels (Groups, Offers, Events, Marketplace) to market a business's products and services for free
- Define Meta Advertising objectives (brand awareness, lead generation, conversion, awareness, traffic, engagement, leads, app promotion and sales).
- Brainstorm & ideate on relevant interests to target using the B.A.P framework
- Set up a Facebook and Instagram Advertising campaign in alignment to marketing strategies, operation plans and budgets
- Create and define custom audiences, lookalike audiences, and core audiences with the Meta Audience creation tool for better ad targeting
- Develop and implement Facebook and Instagram ad retargeting strategies
- Recommend key metrics to measure from Meta Ads Manager
- Interpret campaign data from Meta Ads Manager and make recommendations to optimise campaign performance

Course Outline

Planning for Facebook & Instagram Marketing

Instructor-led | Mode of Delivery (Lecture)

Topics Covered Include:

Introduction to Facebook & Instagram Marketing

- Overview of Meta channels
- Market penetration potential of Facebook and Instagram in the local context
- The current & future Meta ecosystem
- Differences of Facebook and Instagram advertising as compared to other marketing channels
- Examples of Facebook and Instagram advertisements

Creation of a Facebook Page & Best Practices

- Why do you need a Facebook page?
- Creation of a Facebook Page for their company/brand
- Populating the Facebook Page with the user's key messages and branding assets
- Optimising of the Facebook Page for greater discoverability

Facebook and Instagram Insights Tool

- Utilising insights tool for Facebook and Instagram interactions deepdive
- Analysing your potential customers using Audience Insights
- Benchmarking competitors and unicorn strategy



Making Use of Facebook Native Marketing Channels

Instructor-led | Mode of Delivery (Lecture & Illustration)

Topics Covered Include:

- Facebook Marketplace
- Facebook Events
- Facebook Groups

Navigating & Setup of Facebook Business Manager

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application with Reflective Discussion)

Topics Covered Include:

Setup and Navigating Meta Business Manager

- Business Manager functions & navigation
- Hands-on adding people access, ad account, Facebook & Instagram assets connectivity
- Understanding billing & payments



Launching Facebook & Instagram Advertising Campaigns

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application with Reflective Discussion)

Topics Covered Include:

Facebook Objectives Consideration – Identifying A Suitable Objective

- Comprehending the 6 different types of Facebook advertising objectives
- Identifying which is the best objective for your business
- Step by step guide on creating Facebook ads with the different objectives (e.g. Traffic)

Competitive & Audience Analysis Using B.A.P Framework

- Analysing your potential customers and competitors
- Knowing their key interests and demographics data
- How to identify and streamline your target customers on Facebook and Instagram via B.A.P Framework
- Practice exercise using actual or fictitious business
- Group attempt on scenario for BAP framework ideation (i.e. Yoga apparel audience targeting)

Launching a Facebook and Instagram Advertisement

- Anatomy of Meta advertising campaign structure (Campaign, Ad Set, Ad levels)
- Understanding the different types of Meta Advertising objectives
- Audience, budget, scheduling and placement optimization
- Different types of creatives (Image, Video and Carousel)
- Comprehend ads approval workflow & advanced features on the campaign setup (A/B testing, Advantage+ features, Dynamic Creative)
- Creative best practices



Audience Segmentation – Custom, Lookalike & Core Audiences

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application with Reflective Discussion)

Topics Covered Include:

- Understand the differences between a custom, lookalike and core audience
- Know the advantages & disadvantages of the different audiences
- Core audiences (targeting via locations, age, gender, languages, interests and other digital parameters captured from Facebook)
- Custom audiences (targeting via customer file and Facebook assets)
- Lookalike audiences (expanding similar audiences based on a set of audiences that is defined by the business)
- Step by step guide on creating the custom & lookalike audiences
- Stakeholder interview questions on gathering feedback to improve targeting strategies

Meta Ads Manager – Stats & Reporting

Instructor-led | Mode of Delivery (Lecture & Illustration with Practical Application)

Topics Covered Include:

- Understanding the reporting channel of Meta advertising
- Performance difference between different audiences, advantage + (AI) features & optimisation parameters
- Facebook Advertising optimisation strategies
- Essential Meta Advertising metrics to track and measure

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation



Trainer Profile

Hatta Aziz

With over 15 years of experience in digital marketing, social media and content, Hatta founded Awesome Sauce to work with clients on elevating their digital marketing through simple but effective strategies.

Hatta's expertise has been sought after by an array of prestigious clients, including multinational corporations such as PUMA, esteemed government entities like MUIS, and revered local small and medium-sized enterprises (SMEs) including The Cage. His acumen has also been showcased through leading workshops and delivering keynote speeches at various industry conventions, focusing on social media, content creation, and brand storytelling.





Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Marketing Campaign Management under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Meta Marketing (Facebook and Instagram) Course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Campaign Management

Course Code: TGS-2022015223

Course Support Period: 19 Aug 2022 - 18 Aug 2026



Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

20,000+

In our community and have trained at Equinet

4/5

Quality Rating on TRAQOM via Qualtrics



Testimonials

”

This is probably one of the best course on Facebook that I have attended in terms of the contents, the trainer's expertise and experience

James Edwardes Tay

”

The course and trainer exceeded my expectations. I really like that it was a very hands-on course, navigating through the entire Facebook platform in ads creation. The trainer was extremely patient in handling the tech issues the class faced and answering the questions we had.

Eva Wong

”

I highly recommend this course to anyone looking to gain real-world knowledge and practical skills on how to leverage Facebook marketing and advertising for their organisation. The trainer was friendly, highly knowledgeable, very experienced (including real-life industry application experience) and made learning fun for all.

Edmund Seng Pei Ping

”

Hatta is an engaging instructor and subject matter expert who takes great effort to teach the class well and patiently. Appreciate it!

Lim YingtTing

”

Hatta is very patient to help us out in our digital marketing journey. And generous in his efforts to help us problem solve our technical encounters.

Chieu Li Tzer



Frequently Asked Questions

Do I need a Facebook account for this course?

Yes. You will be required to have an active Facebook account before the course starts.

Do I need to have a business/ personal website for the course?

No, you do not need to have a business or a personal website for this course as you will be running ad simulations for a dummy website. However, if you do have an existing website you would like to run ads for, you may simulate running ads for it during the hands-on practical sessions.

Can I run ads for Instagram after attending this course?

Yes, this course covers running advertisements on Instagram and you will most certainly be able to run ads for Instagram after attending this course.

How is this course different from the social media marketing course offered by Equinet Academy?

This course focuses primarily on the Facebook platform and goes in-depth into the various features used by marketers (Ads, Events, Groups, Pages, Marketplace, Offers).

The [WSQ Social Media Marketing Course](#) covers a comprehensive overview of various popular social media platforms and how to develop and implement a social media marketing strategy.

Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Related Courses



Certified Digital Marketing Strategist v2



Certified Social Media Marketing Specialist (CSMMS)



Social Media Marketing (SMM)



Advanced Social Media Management



LinkedIn Sales & Marketing



TikTok Marketing

Create Impactful Facebook and Instagram Marketing and Advertising Campaigns

Sign up for
**Meta Marketing
(Facebook and Instagram)**

Reserve your seat here today.



Equinet Academy
10 Anson Road, #18-24
International Plaza,
Singapore 079903

www.equinetacademy.com

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