

Course Title: **Facebook for Business :**
How to turn 'Likes' into Paying Customers

Description: Intermediate Level:
Many businesses are familiar with Facebook and use it every day but they don't fully understand what they need to do to be effective.

Objective: On completion of this workshop attendees will understand exactly how Facebook works, they will have a page that is set up and optimised correctly, they will understand why they need to do certain things consistently to be as effective as they possibly can and what the process is to convert 'Likes' into paying customers.

Pre-requisites: Facebook page already set up and optimised

Duration: Half Day (Morning Session)

This Intermediate Workshop will cover:

- Why your business needs to be on Facebook
- Business page audit
- Privacy, admin roles and settings
- Where to easily source good content from
- How to create quick and simple visuals
- Simple strategies for getting 'Likes'
 - The importance of 'Engagement and Reach'
 - Strategies to increase 'Engagement and Reach'
 - How to use Facebook 'Page' analytics
 - Simple automation
 - How to turn 'Likes' into paying customers
 - How to make the most of 'Groups'
 - Promotions and competitions - the basics