

# 1 Day Facebook & Instagram Masterclass

## Course overview

Suitable for anyone who has basic computer skills, this course provides a comprehensive overview of Facebook & Instagram for Business.

A good Facebook & Instagram Marketing strategy will give outstanding results, engaging the audience, exponentially increases the number of Likes & Followers on page, views on videos, leads and inspires the followers to take action and buy the products or services.

Define the target audience to ensure that the Ads are shown only to people who are interested in the products or the business and avoiding spending money with Ads that do not work.

**DATE: TBA**

**TIME: 9.00am – 5.00pm**

Remote Online Training (ZOOM)

**COURSE FEE: RM399 per pax**

*(Promo price for REN/REA)*



### MODULE 01 STRATEGIC MARKETING FRAMEWORK

- Sales Funnel (Product/ Service)
- Target Customer Profiling & Product USP
- Case Studies
- Create Irresistible Offer

### MODULE 02 FACEBOOK MARKETING FOR BUSINESS

- Facebook page optimization
- Facebook content optimization
- Facebook Ads Campaign
- A/B Testing Optimization

### MODULE 03 INSTAGRAM MARKETING FOR BUSINESS

- Build IG professional profile
- IG Ads Optimisation
- Share IG profile
- Identify followers
- Identify useful hashtag

## COURSE FACILITATOR Kelly Chong



Kelly has helped corporate companies and SMEs to increase their business revenue by providing digital marketing training as she is the Lead Trainer of KelC Academy Group.

She provides digital marketing training and consulting for SMEs in Malaysia and global clients like Kaercher, Hap Seng, Berjaya Group, FAMA, Agrobazaar, Melawati Mall, Damansara City Mall, MPIG, MEGA Majestic Property Agency, Sime Darby Property, Ali's Kantin, MCM, Tan Chong, Oxford College, GaGuAsia (The Largest Furniture Marketplace (SEA)), Online Learning Mandarin and many others.

### Achievements

- Certified HRDF Digital Marketing Trainer
- Trained and Guided over 200 SMEs To Grow Their Business
- Consulted More Than 28 SMEs To Grow Their Business
- Has Run More Than RM 1 mil Media Buy Ads
- Provided Business & Digital Marketing Consultation to Corporate and SMEs especially at no cost traffic & funnel building