

Course code: **IT27A01**

Course Title

Meta Certified Digital Marketing Associate

Course Duration

3 Days / 24 Hours (Including 2 hours for assessment)

Course Outline

Module 1 : Introduction To Meta Channels

- 1.1 Overview of Meta Channels
- 1.2 Meta Channels As Part Of Business Marketing Strategy
- 1.3 Value Of Advertising On Meta Channels

Module 2 : Facebook & Messenger In Integrated Marketing

- 2.1 Facebook: Helping Businesses Reach Goals
- 2.2 Create A Facebook Page
- 2.3 Assign Page Access
- 2.4 Grow Awareness For The Page
- 2.5 Keep Your Audience Engaged
- 2.6 Measure Success With A Dashboard
- 2.7 Enable Conversations Through Messenger

Module 3 : Instagram & WhatsApp In Integrated Marketing

- 3.1 Achieve Business Goals With Instagram
- 3.2 Set Up Instagram Business Account
- 3.3 How To Use Instagram Business Account
- 3.4 Use WhatsApp For Business
- 3.5 Set Up A WhatsApp Business Account
- 3.6 Sync WhatsApp to Facebook Business

Module 4 : Content Types Across Meta Channels

- 4.1 Facebook Contents For Engaged Communities
- 4.2 Facebook Promotional Contents
- 4.3 Build Relationships With Instagram Contents
- 4.4 Meta Business Suite: Benefits & Features

- 4.5 Connect Facebook & Instagram To Suite
- 4.6 Create & Schedule Content On Suite
- 4.7 Suite Content Best Practices
- 4.8 Communicate With Suite Inbox

Module 5 : Contents & Ideas Across Meta Channels

- 5.1 Facebook Posts: Benefits & Getting Started
- 5.2 Facebook Post Ideas & Best Practices
- 5.3 Messenger Conversation Starters
- 5.4 Stay Organised With Messenger
- 5.5 Build Deeper Connections On Instagram
- 5.6 Instagram Ideas And Best Practices
- 5.7 Invite Customers To WhatsApp Business
- 5.8 Manage Conversations On WhatsApp Business
- 5.9 WhatsApp Catalog & Best Practices

Module 6 : Meta Advertising & Guidelines

- 6.1 Facebook Advertising: Why & How
- 6.2 Instagram Advertising: Why & How
- 6.3 Meta Advertising Standards And Ad Review Process
- 6.4 Prohibited Contents, Restricted Contents And Industry Guidelines
- 6.5 Causes of Ad Rejection And Landing Page Mistakes

Module 7 : Meta Ads Manager: Ads Creation & Management

- 7.1 Creating Ads In Meta Ads Manager
- 7.2 Ads Manager Campaign Structure
- 7.3 Achieve Business Goals With Ads
- 7.4 Measuring Ad Performance
- 7.5 Audience Definition & Best Practices
- 7.6 Set Ad Budget And Schedule
- 7.7 Determine Ad Placement
- 7.8 Ad Format Selection
- 7.9 Ad Creatives: Visual, Copy & Action Button

Module 8 : Optimise Meta Ads Effectiveness

- 8.1 Evaluate Campaign Results
- 8.2 Report Controls In Ads Manager
- 8.3 Visualise Reports With Charts
- 8.4 Reporting Alternatives
- 8.5 Evaluate Campaign Cost Vs Results
- 8.6 Identify Optimisation Opportunities
- 8.7 Adjustments To Improve Next Ad
- 8.8 Set Up Meta Pixel & Conversions API

Module 9 : Meta Privacy, Data Protection & Blueprint Best Practices

- 9.1 Meta Privacy Checkup
- 9.2 How Meta Protects Data
- 9.3 Meta Pixel & Conversion API
- 9.4 How Data Hashing Work
- 9.4 Blueprint Best Practices

Courseware: Participants will receive e-copy of course materials.

Labs:

- For face-to-face classes conducted at NTUC LearningHub, participants are not required to bring along their laptops. Participants can make use of Windows 10 based laptops/desktops available in the classroom.
- For Virtual Live Classes (VLC) conducted via Zoom, participants are required to have their own Windows 10 (64-bit) Laptop / Desktop and must own a zoom account. This can be downloaded from <https://zoom.us/download>