



## COURSE SCHEDULE

### FACEBOOK – MARKETING

- What are the business benefits of a Facebook profile?
- The ground rules; the major do's and don'ts about creating a business profile on Facebook.
- Building your brand on Facebook
- Connecting and research with Facebook
- Creating new customers and keeping them
- Driving visitors to your website through Facebook
- Enhancing your Facebook activity
- Generating leads through Facebook for offline follow-up
- Facebook and legal implications
- Your company on Facebook
- Your competitors on Facebook
- The sector in which you operate and Facebook trends
- Achieving your company/organisation goals on Facebook