
MOOC Training

– Bring your brand to life with Facebook –

SYLLABUS

MODULE 1. What is Facebook?

- Video 1:
 - What is Facebook and how to strengthen your brand in the social network?
 - How does this network work?
 - The users of the social network.
 - Quality presence of your brand.
 - The conversion process.
 - The fan as your most valuable asset.
 - Advertisements and promotions.
 - Facebook Ads.

- Video 2:
 - Advantages for your brand, and how to create a successful advertising campaign.
 - Creating an advertising campaign.
 - Study Case.
 - Facebook, Social Network.
 - Quality, quality and more quality.
 - Relevant data for you and your brand.
 - To sum up...

- Video 3:
 - Magic Techniques Training® applied to companies: Engage with your fans.