



# Corporate Leadership Center

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- News Feed
- Messenger
- Marketplace

- Events
- Pages
- Groups
- Friend Lists
- On This Day
- Pages Feed
- Find Friends
- Photos
- Games

# FACEBOOK FOR BUSINESS

Online business success with impact!

## 30-31 JULY 2019

HOTEL SOFITEL MAURITIUS L'IMPÉRIAL RESORT & SPA, WOLMAR COASTAL ROAD, FLIC-EN-FLAC

Like Follow Share ... [Send Message](#)

Make Post Photo/Video Album Live Video

What's on your mind, CLCL?

Photos/Videos Feeling/Activity

Your page

Site name Messages Notifications

Publish Photo Live Invite

Likes Views Post

**235,000**  
160K likes this week

Recent Posts

Facebook for Business [www.clcl.mu](http://www.clcl.mu)

66 [Boost Post](#)

Create Promotion

**Irma Karsten** is a renowned social media marketer with solid experience in social media marketing training across industries. Irma is a Digital Strategist and Specialist Trainer and has a vast understanding and successful track-recording in all aspects of marketing, but particularly loves all things social media. Her training sessions are very practical and interactive and invaluable for social media noobs and gurus alike.

### FB FOR BUSINESS MASTERCLASS

Mauritius has 820 000+ active social media users; 16% of the Mauritian population makes online purchases; 55% of social media users are male, 45% female in Mauritius...This Facebook for Business Masterclass will give attendees an in-depth understanding of how to use Facebook for effective marketing of their business.

This course will empower you with a broader understanding and knowledge of how to measure and optimise your Facebook organic and paid presence. The Facebook for Business Masterclass has been designed for people already using social media for online marketing, such as managing Facebook pages or Instagram feeds. If you are looking to build on or improve existing social campaigns (both paid and organic), this course is for you.

#### COURSE METHODOLOGY

Interactive and participatory, including presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips, case studies and debriefing.

#### WHO SHOULD ATTEND

Communication professionals, social media managers, digital marketers, business owners, product owners, business start-ups, website admins, content specialists, advertising agency executives, learners in senior roles from public and private sector organisations including CEOs, GMs, Executives, Heads of Functions, Consultants and Team Leaders whose scope covers FB.

#### COURSE OUTLINE

Discover the latest Facebook features and tools  
 How to use Facebook Business Manager  
 How to use Facebook Ads Manager  
 How to use Facebook Creative Hub  
 Understanding the different types of ads available  
 Effective targeting and audience options  
 Understanding in-depth insights and how to apply it  
 Aligning your social media strategy with your company strategy

23K 217 Comments 15 Shares 29K Views

Like Comment Share

### COURSE OBJECTIVES

By the end of the course, participants will be able to:

- Use all the Facebook tools available to grow their business
- Understand organic and paid media on Facebook
- Develop confidence to use Facebook as a part of their marketing mix
- Explore immediate challenges they are facing, as well as the opportunity to network and learn from others.
- Weave together tools to deliver an efficient social media marketing strategy

### FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of 75% from HRDC. Fees include lunch and tea breaks for both days.

**CORPORATE LEADERSHIP CENTER**