



CORPORATE  
LEADERSHIP  
CENTER



DIGITAL  
MARKETING  
ACADEMY

# FACEBOOK & LINKEDIN FOR BUSINESS MASTERCLASS

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

26-27  
MAR  
2020

## FACEBOOK & LINKEDIN FOR BUSINESS MASTERCLASS

This Facebook & LinkedIn for Business Masterclass will give attendees an in-depth understanding of how to use Facebook and LinkedIn for effective marketing of their business. This course will empower them with a broader understanding and knowledge of how to measure and optimise their Facebook and LinkedIn organic and paid presence. Course will also benefit those who are looking to build on or improve existing social campaigns (both paid and organic).

## 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 & LinkedIn.

## COURSE OUTLINE

### FACEBOOK

- 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

## COURSE OBJECTIVES

- By the end of the course, participants will be able to:
- Use all the Facebook and LinkedIn tools available to grow their business
  - Understand organic and paid media on Facebook and LinkedIn
  - Develop confidence to use Facebook and LinkedIn 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
  - Use Facebook and LinkedIn and all its tools and features to complement your sales strategy

## COURSE OUTLINE

### LINKEDIN

- Discover all of the features and tools LinkedIn offer to individuals and businesses
- Optimise your LinkedIn profile for businesses & to build your brand
- Getting your employees on board as brand advocates on LinkedIn
- How to generate sales leads from LinkedIn
- Setting up ads in LinkedIn
- Understanding LinkedIn analytics and how to apply it
- Case Studies and success stories

## COURSE DIRECTOR

### Irma Karsten

This Facebook & LinkedIn for Business Masterclass will be facilitated by Irma Karsten, 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-record 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 marketers.



For more information and registration, please visit [www.clcl.mu](http://www.clcl.mu)

## FEES AND REFUND

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

