



# Maximising Your Facebook Business Page



*Are you getting the most out of your Facebook business page? Do you suspect there are improvements you could make and features you don't know about?*

JFM Marketing + Design are running a half day course in Ashburton to take both business owners and staff through the features and benefits of a Facebook business page.

The practical workshop will be delivered face to face and every attendee gets a bound take-home workbook.

Location or dates don't suit? Call us to enquire about upcoming dates, one on one sessions or training at your office.



+ Enquire now to book in a date



+ Cost : \$295\* per attendee  
\*All pricing +gst



+ JFM Marketing + Design Studio  
Corner East & Cameron Streets, Ashburton

**Places are strictly limited, register today.**

## Units covered

- + Benefits of using Facebook for business
- + Completing a profile audit of your page
- + Creating a custom URL
- + Setting up a staff member or agency as an editor / administrator

## Content

- + Creating engaging posts
- + Benefits of a social media calendar
- + Benefits of social media guidelines
- + How to schedule a post
- + Promoting your page to friends
- + Dealing with complaints / negative comments
- + Sharing posts off your web page
- + Linking Facebook to Instagram / Twitter
- + Successful / unsuccessful Facebook posts

## Features

- + Overview of Facebook advertising
- + Promoting your page to friends
- + Setting up instant replies via Facebook messenger
- + Using the Facebook Pages Manager mobile app
- + Measuring success: page insights

Upcoming Courses...

## Facebook advertising

For those who have mastered their Facebook business page and want to take it to the next level, we are running a dedicated Facebook advertising course. This course in July will show you how to make the most of advertising via Facebook and how to set up an advert. Subject to minimum numbers, register your interest now.