

# Facebook Marketing



facebook®



Facebook has been growing exponentially and especially so in the Middle East. Companies are increasingly becoming aware of the importance of having a strong presence on Facebook to communicate with existing customers, build brand awareness and acquire new leads for their business. Sign up today to learn how to grow your business on Facebook, increase your company's visibility and increase your revenue.



## Outlines

### Understanding the nature of Social Media

- The shift to a conversation based model
- Social Media trends
- Case studies of successful campaigns

### How to join the conversation

- The importance of having a personal figure
- Effective interaction with customers and friends
- How to listen and respond to concerns

### Effective Usage of Fan Pages

- Effective design factors
- Effective fan page interaction
- How to generate viral traffic

### How to Use Facebook Applications

- Generate viral traffic and exposure
- Photo competitions
- Free giveaway contests
- Case studies of successful applications

### How to Use Facebook Flyers

- Understanding demographics
- Understanding PPC and CPM models
- Using flyers to drive traffic to applications

**Date: 4th Decem-ber- 8th**  
**Duration: 4 Hours per sessions**  
**Location: Amman- Jordan**

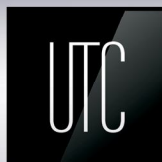
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