



**CENTRIC GROWTH**  
SBL KHAS No: 202501002779



Program ID: 10001557598

## 2-Days Advanced Facebook Marketing Class

### Training Module

#### Day 1: Mastering Facebook Lead Generation & Retargeting

##### Module 1: Introduction & Industry Trends

- Overview of advanced Facebook marketing
- Latest algorithm updates and what they mean for marketers
- Understanding Facebook's ad ecosystem:  
**Awareness, Consideration, Conversion**

##### Module 2: Facebook Lead Generation Ads (Hands-on)

- Understanding Lead Gen Ads: Why & when to use them
- Setting up a Lead Generation Campaign
  - Creating instant forms
  - Customizing form questions to qualify leads
  - Connecting forms to CRM (Zapier, HubSpot, Google Sheets)

**Practical Session:** Setting up a live Lead Gen campaign

##### Module 3: Facebook Retargeting (Hands-on)

- Understanding the Facebook Pixel & Conversion API
- Setting up retargeting audiences:
  - Website visitors
  - Video views
  - Lead form openers but didn't submit
  - Page engagement



##### Practical Session:

- Installing Facebook Pixel on a website
- Creating custom audiences for retargeting

##### Module 4: Advanced Audience Targeting Strategies

- Custom vs. Lookalike Audiences
- Data-driven audience creation
- Exclusion strategies to improve ROI

##### Practical Session:

- Creating and testing Lookalike Audiences

##### Module 5: Hands-on Campaign Optimization & Budget Scaling

- Reading ad metrics: CTR, CPC, CPA, ROAS
- Scaling winning campaigns:
  - Horizontal vs. Vertical scaling
  - Budget optimization
  - CBO (Campaign Budget Optimization) vs. ABO (Ad Set Budget Optimization)

##### Practical Session:

- Analyzing real campaign data
- Adjusting budgets based on performance

### MASTERING FACEBOOK ADVERTISING



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# 2-Days Advanced Facebook Marketing Class

CENTRIC GROWTH

## How To Promote On Social Media



## Day 2: A/B Testing, Ad Creatives & Automation

### Module 1: A/B Testing Like a Pro

- Why A/B testing is critical
- What to test: Creatives, headlines, audiences, placements
- Setting up A/B tests the right way

### Practical Session:

- Running an A/B test campaign
- Analyzing test results

### Methodology

1	Hands-on Exercises
2	Live Demonstrations
3	Advance Concepts
4	Live Campaign Launch

### Module 2: Crafting High-Converting Ad Creatives (Hands-on)

- What makes an ad scroll-stopping?
- Writing high-converting ad copy
- Designing winning ad creatives using Canva & AI tools

### Practical Session:

- Creating multiple ad variations
- Testing creative performance

### Module 3: Facebook Automation & Chatbot Marketing

- Setting up Facebook Automated Rules
- Introduction to Chatbots for Lead Nurturing (ManyChat, WhatsApp API)

**Practical Session:** • Automating follow ups with chatbot flows

### Final Capstone Project & Live Optimization

- Students launch their own advanced Facebook campaign
- Live troubleshooting session
- Group feedback and optimization suggestions

### Who should attend?

- Digital Marketing Professionals
- Business Owners & Entrepreneurs
- Marketing Consultants & Freelancers
- Social Media Managers
- In-House Marketing Teams
- Agencies Offering Paid Media Services



### BERNARD HAY

With over 15 years of experience in digital marketing and corporate training, Bernard have specialized in helping businesses grow through strategic, data-driven solutions. As an HRDC-accredited trainer and certified expert in Facebook and Google marketing, he trained over 10,000 professionals across industries including retail, banking, hospitality, healthcare, and tech. My expertise spans social media marketing, AI tools, SEO, content strategy, CRM, and digital advertising. I've delivered 100+ workshops, blending real-world insights with hands-on learning to equip teams with the skills they need to succeed in today's digital landscape.



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