

# facebook

## Beginners / Intermediate

### Half Day Facebook for Business Workshop

#### Six reasons you need to be on Facebook:

1. **It's the world's largest social network** – Facebook has more than 1.65 billion daily active users giving you greater exposure to customers
2. **Not got a Facebook Page yet?** Your competitors have - and they are getting their marketing messages, interesting news and special deals out to your target audience right now
3. **Familiarity** - many people have had profiles for years and feel comfortable using Facebook
4. **Lower marketing costs** – set up and run a Facebook Page for free
5. **Increased web traffic** – Facebook can direct traffic to your website. When you including a link in your posts, you can direct people to the relevant page on your website
6. **Customers are looking to buy** via Facebook - of 40% of users following a brand or a company, 51% will ultimately make a purchase from that company

# facebook



#### Your workshop (3.5 hours) covers:

- ◆ The basics you must get right
- ◆ The difference between a Profile and a Page and why it is vitally important to know the difference
- ◆ Setting up an attractive Facebook Business Page that gets results
- ◆ Facebook terminology and jargon
- ◆ Settings, security and privacy
- ◆ How and what to post on Facebook
- ◆ How to include photos, images, videos and links
- ◆ Setting up a Call to Action button
- ◆ How and why you should add a "Services" section to your Page
- ◆ Using case studies and examples, learn what to do and what you must avoid doing ... and much more

## Your workshop is a mixture of:

- ◆ presentations
- ◆ live demonstrations
- ◆ discussions
- ◆ question and answers
- ◆ case studies and examples
- ◆ hands-on help with perfecting your profile
- ◆ fun and enjoyment . . . . and always focusing on what **you** want to achieve



## How much does it cost?

- ◆ Three or more delegates - £80 per person
- ◆ Two delegates - £125 per person
- ◆ One-to-one training - £165 per person

**All prices include VAT**

You will leave the workshop feeling inspired to get started with your Facebook Page, know how to use it professionally and confidently and eager to start maximising your business opportunities

## A bit about me .....



I love helping people new to social media get to grips with it, understand it and even enjoy using it!

A former Social Media & Digital Marketing Trainer for the eBusiness Club - East Midlands Chamber, I've shown hundreds of businesses how to get started with social media, feel confident using it and hear how to use a range of platforms

But it wasn't always like that – I remember when I started my own business in 2010 what it felt like to be scared, worried and hoping social media would go away (it won't!) so my coaching and training style is friendly, approachable, jargon-free and above all about fun and enjoyment. There is no such thing as "a daft question" in my workshops!

So when you're ready to see how using social media will transform your business, contact me on **07921 859265** for a quick friendly chat about how coaching, mentoring and training will help you and your business succeed

## Like, connect and follow me:

Facebook:	Simpson Social
LinkedIn:	CatherineMSimpson
Twitter:	@SimpsonSocial
Pinterest:	SimpsonCM
Google+:	+Catherine Simpson
Instagram:	Socially Simpson