

# WEBINAR: How to Increase Sales Using Facebook



## Overview

This program will teach you how to use Facebook Page for your business and run effective FB ads and convert it into sales.

## Objective

- To learn how to use Facebook Page Marketing for your business

## Who Should Participate

- Sales and Marketing professionals
- Business owners
- Online sellers
- Organizations

## Key Topics

Module 1: Different Facebook Apps

- A. Facebook
- B. Facebook Page
- C. Facebook Business Suite
- D. Facebook Ads Manager

Module 2: Storytelling Marketing Techniques for Facebook Page Campaign

- A. The Customer
- B. The Problem
- C. The Brand
- D. The Plan
- E. The Call-to-Action Button
- F. The Sales
- G. The After Sales

Module 3: Facebook Ad Campaigns Call-to-Action

- A. Increase Like
- B. Message Inquiry
- C. Increase Reach
- D. Video Views

Module 4: Facebook Ad Campaign Metrics

- A. Ad Impressions
- B. Geographical Location
- C. Audience Demographic
- D. Cost Per Result
- E. Engagement
- F. Result Rate

Module 5: Activity: Run Actual Facebook Ad Campaign

Reserve now! Call us at:

Tel. (02) 8.727.56.28 / (02) 8.727.88.60

Mobile Numbers: Globe: 0915-205-0133 / Smart: 0908-342-3162

/ Sun: 0933-584-7266

Website: [www.businesscoachphil.com](http://www.businesscoachphil.com)

## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

## Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266| (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com). You will receive a confirmation within 48 hours.

## Mode of Payment

- Deposit/Transfer cash payment to Banco de Oro:  
  
Savings Account Name: BUSINESSCOACH, INC.  
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- Kindly email deposit slip or screen capture of payment details (indicate name of participant and seminar title) to confirm reservation.

### Register Now! (Limited Slots Available)



Webinar Title \_\_\_\_\_

Date \_\_\_\_\_

Participant \_\_\_\_\_

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Participant \_\_\_\_\_

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Participant \_\_\_\_\_

Mobile Number \_\_\_\_\_

Email \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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Contact Person \_\_\_\_\_

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\*Kindly email form to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com)