



for business

## Full Day Workshop

Wednesday 24<sup>th</sup> February 2016

### Digital Marketing Solutions

- Facebook Marketing solutions and services
- Soft Skills development and training
- Managed marketing services
- Website & E-Commerce design & development



### Acclivity Consulting Ltd

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### Program Name: Digital Marketing Strategies (on Facebook for Business)

Date: **Wednesday 24<sup>th</sup> February 2016**

Duration: Full day - 8:30am-4pm

Class Size: 10 to 12

Cost: Rs 7,500 per participant

**MQA Approved: Companies can claim 60% to the HRDC**

#### Who Should Attend?

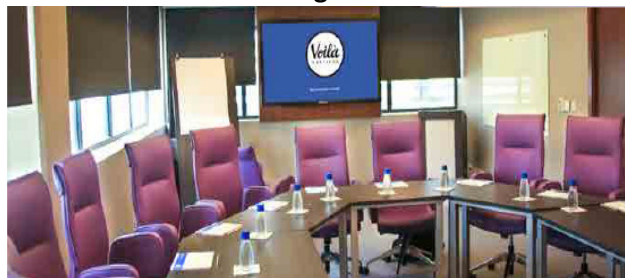
Business Leaders and Owners  
Sales and Marketing Managers  
PR and Communication Managers  
Customer Relationship Managers

#### Objectives:

By the end of the course, you will be able to use Facebook for Business to:-

- Get found by people who are searching for your products or services
- Connect and engage with your current and potential customers
- Create a community around your business
- Promote other content you create, including webinars, blog articles, or other resources
- Generate leads for your business
- Manage results and analytics following FB Campaigns

#### Venue – Voila Hotel - Bagatelle Mall of Mauritius



## Agenda

**8:30 - Welcome tea and snacks**

**9:00**

Introduction to Digital Marketing Strategies

The Digital Market Place

What is Social Media Marketing?

What is the Facebook?

**10:30 - Coffee Break at the Vista Lounge bar**

**10:45**

Understand the Facebook Ecosystem

Business Goals Using Facebook

What is a Facebook for Business Page?

Understanding the Facebook's Edge

Hand's on exercises

**12:00 – Lunch at Voila Hotel – Moka -Z Restaurant**

**13:00**

How to Set Up a Facebook for Business Page

Facebook Groups vs. Business Pages

Facebook Marketing Best Practices

Hand's on exercises

**14:30 - Coffee Break at the Vista Lounge bar**

**14:45**

How to Promote Your Page

The various ways of doing paid Advertising on Facebook

Facebook Insights and Analytics to measure post campaign results

Hand's on exercises

**16:00 Program Ends.**

## The Program Facilitator



Faiz Hossenbocus

CEO - Acclivity Consulting Ltd

Over 28 years of rich techno-management experience in the field of business development, information systems, marketing and training. Has developed high level business development and international marketing skills and very familiar with the entire process of customer relationship management. Strong management background and rigorous management training / lecturing, presentation and negotiation skills.

Successfully completed many short programs and attended many seminars and conferences in the UK, USA, South Africa, India, Malaysia, Pakistan, Dubai - UAE, France, Algeria, Madagascar, Seychelles, Thailand and Singapore.

Has also conducted and delivered numerous interactive workshops and seminars, MBA Lectures, supervision of assignments and dissertations.

Specialties: Digital Marketing Strategies, Social Media Solutions, Business Development, Soft Skills Training and Coaching, Corporate Branding, Sales Management, International Marketing, Talent Transformation and Career Counseling and Development.