



for business

Full Day Workshop

Wednesday 9th March 2016

Digital Marketing Solutions

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



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

Date: **Wednesday 9th March 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

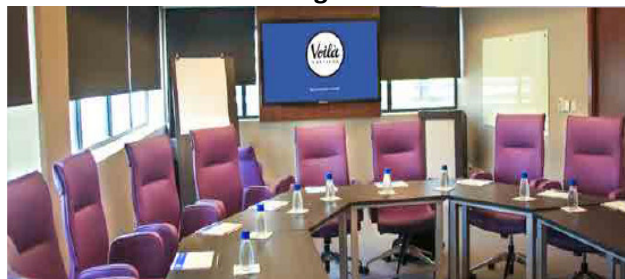


Objectives:

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 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.