



Your Expert Trainer

**Alvin Yong**  
Founder and CEO  
Alcrest Media

### Methodologies:

Clear explanation of theories coupled with hands-on exercises for a firm grasp of Facebook Marketing through:

- Practical Examples
- Case Studies
- Walk-throughs

# Facebook Marketing Masterclass: Strategies to increase customer engagement and inspire loyal following

18<sup>th</sup> February 2019 | Singapore

# Facebook Advertising Masterclass: Optimize Advertising ROI by driving conversions with the right audiences

19<sup>th</sup> - 20<sup>th</sup> February 2019 | Singapore

## Facebook Marketing Masterclass Key Takeaways:

By the end of the course, participants will:

- Learn how Facebook algorithm works
- Know the most important trends and developments in Facebook and Instagram
- Learn how to define target groups for effective marketing
- Set up effective Facebook marketing strategy
- Know if Facebook pages, groups or events are better for your business
- Use chatbots, messenger and Facebook stories effectively
- Have fresh ideas for suitable Facebook content
- Know how to measure and analyze the results of your strategy

**MUST BRING!**

Laptop for hands-on exercises

## Facebook Advertising Masterclass Key Takeaways:

By the end of the course, participants will:

- Learn smart Facebook advertising strategies and know how to apply them
- Increase traffic and conversions to your website or web shop
- Know your ad funnels and visualize them to get the big picture
- Learn how to structure campaign funnel that flows
- Learn how to plan, budget and manage Facebook advertising campaigns for optimized ROI
- Learn best practices to manage Facebook ads campaign
- Select the right objective for your Facebook ads campaign
- Segment target audience properly
- Design the most effective ads for your advertising goals
- Effectively monitor and analyze your campaign results
- Facebook ads bidding: everything you need to know
- Facebook attribution: how Facebook tracks conversions
- Facebook pixel: track Facebook ads campaign results and quickly create remarketing audiences
- Know how to launch, test and scale Facebook ads effectively
- Learn advanced optimization strategies

## Pre-requisites

There is **no pre-requisite** to attend the workshops.

You should preferably have set up and run a Facebook ad campaign, have the Facebook pixel installed on your site and have at least one ad running via the Facebook ads platform.

The class will be very hands on with multiple examples and walk-throughs. You will need a laptop with access to the ad account(s) you are managing.

# Facebook Marketing Masterclass

18th February 2019 | Singapore

# Facebook Advertising Masterclass

19th - 20th February 2019 | Singapore

## Who Should Attend

- Business owners, whether you are:
  - √ growing your online business
  - √ starting an online business
  - √ planning to move your business online
- Social media marketer, whether you are
  - √ improving marketing ROI
  - √ looking to move ads budget from other platforms to Facebook
  - √ growing digital marketing skill to jumpstart your career
- Corporate sales and marketing
- Webmaster/IT manager
- Anyone who needs to know how to market on Facebook

## About the Trainer

Alvin Yong is the founder and CEO of Alcrest Media, a digital marketing agency focusing on optimizing Facebook performance. He has a systematic approach in testing and scaling Facebook advertising campaigns to gain the highest ROI with the lowest possible cost.

Alvin started his career with KPMG Singapore as an auditor in 1999, where he was involved in the audit, due diligence and tax of multinational corporations in various industries, including shipping and logistics, industrial manufacturing, medical and healthcare, construction consultancy and investment holdings.

With strong business acumen, Alvin went on to co-found several companies and has been an entrepreneur for more than 12 years. His companies have served clients across the globe, from US, Europe, Middle East, Africa, Asia to Australia. He wears both the marketing and leadership hats in leading his ventures forward. His current passion is providing digital marketing services to corporates and startups. He develops the marketing plan in growing the brand outreach as well as maps out the customer funnel and journey for deeper engagement. He also conducts data visualization training - telling the stories about the business with proper visualization techniques, thus enabling informed, data-driven decisions.

Alvin is a UK-registered Fellow Chartered and Certified Accountant (FCCA). He obtained his Master of Science in Professional Accountancy (Merit) in 2017 from the University of London.

## Testimonials

*"Alvin is very people person. Sound knowledge in his area of expertise. He carried out the program well."* **CEO**

*"It's an eye opener."* **Director Corporate Services**

*"Alvin was well prepared, knowledgeable and easy to follow. Level of detail was where it needed to be and the documentation was very thorough. The course went quickly which was always a good sign."* **VP**

*"Fantastic trainer in terms of knowledge and skills. Extremely friendly, helpful and patient."* **Manager**

*"Very experienced and good trainer."* **Manager**

*"Good understanding and knowledge of the subject. Attentive and responsive to participants' queries. Presented the subject very clearly."* **Learning & Development Specialist**

# Facebook Marketing Masterclass

18th February 2019 | Singapore

# Facebook Advertising Masterclass

19th - 20th February 2019 | Singapore

## Facebook Marketing Masterclass (18 February 2019)

With more than 2 billion monthly active users, Facebook is the most popular social network worldwide. In July 2016, Facebook Messenger surpassed one billion monthly active users, placing it directly next to Facebook-owned competitor WhatsApp. Facebook is therefore important in the marketing strategy of every organization.

Use Facebook to bring your brand to the attention of potential and existing customers. The power of Facebook is in interaction: by presenting your followers and carefully selected target groups with relevant content, you can create high brand involvement. Facebook offers useful tools and techniques to achieve this. During the workshop, you will learn how to market successfully with Facebook. You will learn about the latest trends, developments and possibilities on Facebook.

## Agenda

- Recent developments: the latest news about Facebook algorithm and new possibilities with Facebook marketing
- Pages, groups and events: when and how do you use them?
- Build a Facebook following for your brand
- Administer Facebook Business page effectively
- Organic posts versus Facebook advertising: what is the difference?
- Facebook audiences and targeting: Use Facebook audience optimization for better organic exposure
- Chatbots and Messenger marketing: how to use them to grow your audience
- Facebook stories and the interaction with Instagram
- Create a step-by-step plan for your Facebook marketing strategy
- Set SMART goals for your Facebook marketing strategy
- Create a content strategy for Facebook: interaction between Facebook and your website
- Engaging content to inspire loyal following to your brands – which content formats are most effective?
- Planning and posting: FAQs and some handy tools
- Read, understand and interpret Facebook statistics for better conversion

Throughout the workshop, participants will work through practical exercises to enhance their knowledge of the tools available in Facebook.

### Customisation:

The programme will be further customised to fit your priorities through the pre-course questionnaire (PCQ).

### Internal Training:

This programme is available as an internal training. Email us to find out more at: [alvin.yong@olygen.com](mailto:alvin.yong@olygen.com)

### Estimated Time Schedule

0830 – 0900	Registration
0900 – 1030	First Morning Half
1030 – 1045	Morning Break
1045 – 1230	Second Morning Half
1230 – 1330	Lunch
1330 – 1500	First Afternoon Half
1500 – 1515	Afternoon Break
1515 – 1700	Second Afternoon Half

# Facebook Marketing Masterclass

18th February 2019 | Singapore

# Facebook Advertising Masterclass

19th - 20th February 2019 | Singapore

## Facebook Advertising Masterclass (19 - 20 February 2019)

With Facebook's recent 'meaningful interactions' algorithm update, it is increasingly difficult to reach audiences organically. Facebook advertising is no longer an option, but a necessity. The ability to run effective Facebook campaigns is one of the key skills for digital marketer. Learn to leverage on Facebook advertising's cross-platform, people-based advertising mechanics to optimize your digital advertising ROI.

Learn to turn prospects into brand advocates that automatically moves audiences through a well-designed funnel. Learn advanced techniques in using Facebook Pixel, Facebook Custom Audience, Custom Conversion, Campaign Planner and other advanced tools inside Facebook Business Manager.

During the workshop, you are guided step by step through Facebook advertising. Gain strategic insights and practical tips to get the best results at the lowest price.

## Agenda

### Define Facebook ads campaign goals

- Learn about all objectives and how to use them most effectively
- Use direct response ads to drive action online, in-store and in mobile app
- Build brand awareness with Facebook ads
- Learn to create different ad types: image, video, carousel, slideshow, canvas
- Learn the difference between Facebook and Instagram ads, and when to use either one
- Understanding and using Campaign Planner

### Facebook ads targeting strategies

- Audience targeting: Understanding the difference between prospecting and retargeting
- Custom audiences – best practice strategies
- Use advanced nested lookalike to expand on audiences that are performing well
- Advanced targeting strategies for hyper-targeted audience: inclusion, intersection and exclusion
- Use Facebook dynamic ads for prospecting and remarketing
- Strategies for ads running on mobile, desktop, Instagram and the Audience Network

### Facebook ads bidding and tracking

- How to set up tracking and Facebook pixel
- What are the different bid types
- Optimal audience sizes
- Setting the right bid level
- The importance of action rates and factoring in customer lifetime value (CLV) models
- Concepts of value per click (VPC) and audience segments

### Ads Creative

- Use Facebook Creative Hub to create Facebook ad mock ups
- Best practice and different ad types available
- Creative refresh strategy
- Discover neuromarketing and how the 'buy button' lead to a more effective campaign

### Retargeting Campaign Strategies

- Learn advanced techniques with custom audiences, remarketing and lookalike audiences
- Retargeting with website custom audiences, app events and dynamic product ads
- How to define your retargeting strategy

### Facebook Business Manager: Share Facebook assets among multiple people or teams

- Learn the difference between ads manager and power editor, and how to use each one
- Account hierarchy, levels and functions
- Optimal setup
- Budget settings and naming conventions

### Ads Launch and Testing

- How to test different variables (image, copy, etc) and in what order
- How to budget
- The importance of data significance
- Exploit vs Explore: What to consider when setting up effective A/B test
- Discussion of Simpson's Paradox

### Analytics, Attribution and Reporting

- Identify key metrics with Facebook Analytics
- Understand and measure your customers' behavior with Facebook Insights
- Understanding & using Custom Conversion
- Different attribution models (linear, last click, first touch, etc)
- Role of Facebook in the funnel
- Learn how to run and schedule reports

### Advanced Optimization

- Pivoting data
- Deep dive data analysis
- Amplify positive trends
- Stop negative trends
- What to look at and how often (daily vs weekly)

# REGISTRATION

OLYGEN PTE LTD | TEL: +65 6631 9763

Contact: Alvin Yong

Email: [alvin.yong@alcrest.co](mailto:alvin.yong@alcrest.co)

Singapore	Date	REGULAR RATE
Facebook Marketing Masterclass	18 February 2019	<input type="checkbox"/> SGD 499
Facebook Advertising Masterclass	19 - 20 February 2019	<input type="checkbox"/> SGD 999
Facebook Marketing Masterclass + Facebook Advertising Masterclass	18 - 20 February 2019	<input type="checkbox"/> SGD 1,399

\*Fees include course documentation, luncheon and refreshments. Delegates are responsible for their own accommodation.

\*Add 7% GST for Singapore-based organisations

Organisation : \_\_\_\_\_  
Invoice Attention To : Mr/Ms/Mrs: \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Address : \_\_\_\_\_  
Telephone : \_\_\_\_\_ Fax: \_\_\_\_\_

## DELEGATES' DETAILS

Name : Mr/Ms/Mrs: _____	Name : Mr/Ms/Mrs: _____
Job Title : _____	Job Title : _____
Mobile Number : _____	Mobile Number : _____
Email : _____	Email : _____
Diet Preference : None/Vegetarian/Halal/Others: _____	Diet Preference : None/Vegetarian/Halal/Others: _____

Name : Mr/Ms/Mrs: \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Mobile Number : \_\_\_\_\_  
Email : \_\_\_\_\_  
Diet Preference : None/Vegetarian/Halal/Others: \_\_\_\_\_

## PAYMENT BY CREDIT CARD

VISA/MASTER - You will be sent a Payment Link to pay online

Card Type : AMEX  
Card No. : \_\_\_\_\_  
Expiry : \_\_\_\_\_ (MM/YYYY)  
Name : \_\_\_\_\_  
Signature : \_\_\_\_\_

\* 3.5% surcharge applies for credit card payment

## AUTHORISATION

Name : Mr/Ms/Mrs: \_\_\_\_\_  
Title : \_\_\_\_\_  
Signature : \_\_\_\_\_  
Date : \_\_\_\_\_

## PAYMENT BY BANK TRANSFER

### BANK TRANSFER

Olygen Pte. Ltd.  
United Overseas Bank Limited Singapore  
Bank Address: 80 Raffles Place UOB Plaza Singapore 048624  
SGD Account No: 374-304-795-6  
Swift Code: UOVBSGSG

## TERMS & CONDITIONS

Payment Terms: Payment is required within 7 days of invoice date. Olygen reserves the right to refuse admission IF payment is not received before the event date. Transfer: Transfer is allowed upon written notification. Cancellation: Registration carries a 50% cancellation liability, not with standing, full fee is payable when cancellation is less than two (2) weeks before the event. Cancellation has to be done in writing. If Olygen decides to cancel or postpone this event, it is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The fee will not be refunded, but credited to a future event. No Show: No show does not constitute transfer or cancellation and the full fee is payable. Changes: Olygen reserves the right to change event dates, venue, speakers, or omit event features, or merge the event with another event, as it deems necessary without penalty, refunds or alternative offers. Tax: Registration fees exclude tax. For clients outside Singapore, the sum payable is as the listed fees, exclusive of tax. To this sum shall be added any other local tax or withholding tax from client's country of origin, if any. Marketing: Olygen may use your company's logo or business name or otherwise refer to your company in our website, any marketing, promotional or advertising material as a client of our services. Governing law: This Agreement shall be governed and construed in accordance with the law of Singapore and the parties submit to the exclusive jurisdiction of the Singapore Courts in Singapore. Indemnity: Should for any reason outside the control of Olygen, the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, Olygen shall endeavour to reschedule but the client hereby indemnifies and holds Olygen harmless from and against any and all costs, damages and expenses, including attorney's fees, which are incurred by the client.