



# FACEBOOK 101

## FOR BUSINESS

### The FAB Word on the Buzz

Social Media is now the FAB word raging throughout the Internet. It is creeping fast into the culture of media marketing causing an upheaval like never before. It has even overtaken porn as the #1 activity in the Web. Facebook is one of the many social media platforms people are ranting and raving about and it is taking the world by storm!

### The Launch Pad to Connect, Converse, Create

If you are not on Facebook already, you most probably will be soon. Whatever is your motivation, someone has probably prompted you to Facebook and getting yourself onboard to connect with them. Facebook is the number one social networking sites with more than 500 million active users. There are many powerful features and tools within Facebook for individuals, SMEs and the Big Boys to deploy for business.

### Are you in the Boat...??

As a business owner or a marketer, are you riding on the waves of change using Facebook to thrust your business forward into the new era? If your answer is No, join us in this upcoming workshop on "Facebook 101 for Business", experience for yourself how Facebook storms the Social and Business World, and witness a breakthrough evolution in your business and marketing! Get your lappy ready to "rock and row" with us!!!



### Register Now

Register online at:

<http://www.adonaitraining.com/our-training/social-media-academy/facebook-101>

By Email stating your name & mobile:  
[register@adonaitraining.com](mailto:register@adonaitraining.com)

### What will the Workshop Covers....

1. Introduction to Facebook and its applications
2. Learn how to setup your own Facebook account, Fan Page and Groups for different purposes
3. Understand the powers of Branding and how to use Facebook to brand yourself
4. Carve your own list niche of followers and fans in Facebook
5. Master the privacy tools in Facebook for security control
6. Utilise the power tools to leverage, campaign and promote your cause, free advertising & execute marketing activities
7. Learn how to integrate Facebook with other online social marketing tools such as Twitter, Blogs for an effective marketing campaign
8. Capitalise on the Free Analytical tools in Facebook to measure, monitor & gain insights into the quality of your Facebook pages, traffic and visitors



19 & 21 July 2010  
Monday & Wednesday  
7pm to 10pm



Singapore Management University  
School of Social Science  
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Singapore 038983



**Normal Price: \$388!!!**

Early Birds before 15 July 2010 pay **ONLY \$288!!!**  
Bring a friend along and each pays **ONLY \$168!!!**



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