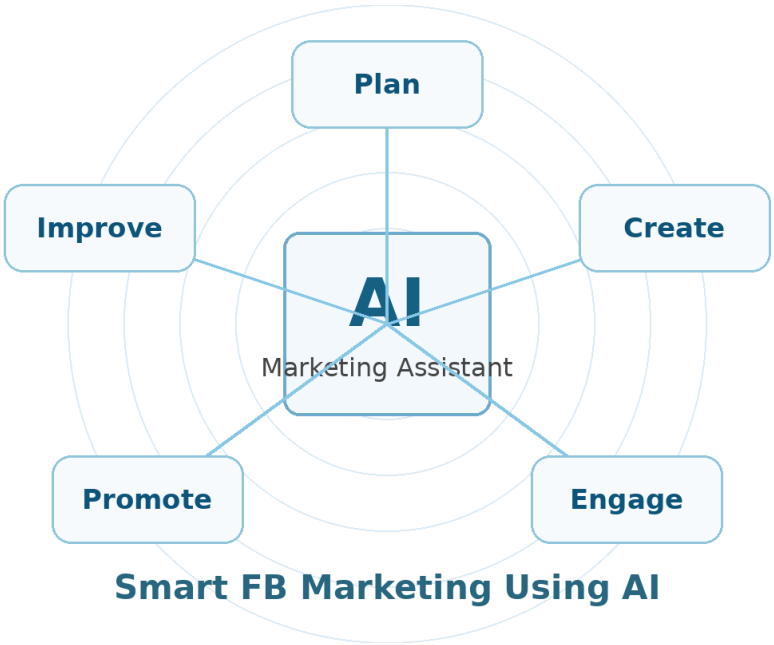


Smart FB Marketing Using AI

2-Day - Workshop

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Course Overview

This two-day program is designed to help participants create smarter and more effective Facebook marketing content using Artificial Intelligence. The workshop focuses on practical skills for planning content, writing captions, creating promotional messages, preparing visual content ideas, responding to customers, and improving post performance.

The course is hands-on and activity-based. Participants will learn how to use AI as a marketing support tool while still applying human judgement, brand consistency, accuracy, and professional communication before publishing any content online.

By the end of the program, participants will be able to prepare a basic Facebook marketing campaign kit that includes customer profiles, post captions, poster content, reel scripts, reply templates, a simple ad plan, and a weekly content calendar.

No advanced technical background is required. Basic familiarity with Facebook, smartphones, computers, and online communication will be helpful but is not essential.

Learning Outcomes

By the end of this course, participants will be able to:

1. Understand how AI can support Facebook marketing and customer engagement
2. Review the basic readiness of a Facebook business page before posting
3. Identify target audiences and create simple customer profiles using AI
4. Develop clear product, service, and promotional messages
5. Write stronger Facebook captions, headlines, offers, and call-to-action messages
6. Apply simple prompt-writing techniques for Facebook marketing tasks
7. Create poster content, visual content ideas, and short reel scripts using AI
8. Prepare professional replies for comments, inbox messages, and customer enquiries
9. Plan simple Facebook promotions and ad concepts with audience, budget, and expected result
10. Understand basic Facebook insights such as reach, engagement, comments, shares, and messages
11. Use AI to improve future posts based on performance feedback
12. Apply responsible AI practices before publishing marketing content

Day 1 - Smart FB Marketing Using AI

Module 1: Facebook Marketing Foundation and Page Readiness

- Importance of Facebook marketing for visibility, trust, enquiries, and customer relationships.
- Difference between random posting and planned marketing.
- Facebook page readiness checklist - profile image, cover image, page name, bio, contact details, location, and opening hours.
- Using the call-to-action button appropriately.
- Common mistakes in Facebook pages and how to avoid them.
- Maintaining brand image, tone, and consistency.

Module 2: Audience, Product, and Marketing Message

- Understanding the target audience and customer needs
- Identifying customer problems, expectations, and buying reasons
- Creating simple customer profiles using AI
- Defining product or service benefits clearly
- Creating a simple promotional offer
- Selecting the right marketing goal - awareness, engagement, enquiries, sales, or retention

Module 3: Prompt Writing for Facebook Marketing

- What a prompt is and why clear instructions improve AI output
- Weak prompts vs strong prompts
- Simple prompt formula - role, product/service, audience, goal, tone, format, and call-to-action
- Asking AI for multiple versions of a caption, headline, or customer reply
- Reviewing, editing, and improving AI-generated content before use

Module 4: AI for Facebook Captions and Post Ideas

- Creating Facebook captions using AI
- Promotional posts, educational posts, engagement posts, and product highlight posts
- Testimonial-style posts, seasonal posts, reminder posts, and storytelling posts
- Writing strong headlines and clear call-to-action lines
- Generating suitable hashtags and caption variations
- Short captions vs detailed captions for different marketing purposes

Day 2 - Smart FB Marketing Using AI

Module 5: AI for Posters, Visual Content, and Reels

- Creating poster content using AI
- Writing short and attractive poster messages
- Preparing design instructions.
- Creating Facebook reel ideas and 15-30 second reel scripts
- Planning product photo ideas and visual content themes
- Checking spelling, contact details, prices, dates, locations, and brand consistency before publishing

Module 6: AI for Customer Replies and Engagement

- Replying to Facebook comments professionally
- Responding to inbox enquiries and price questions
- Handling product or service availability questions
- Responding to complaints politely and professionally
- Creating follow-up and thank-you messages
- Understanding public replies vs private messages and converting enquiries into action

Module 7: Smart Facebook Ad Planning Using AI

- Organic post vs paid promotion
- When to boost a post and when to avoid boosting
- Choosing a simple campaign goal
- Writing ad captions and offer messages using AI
- Identifying target audience ideas and location focus
- Preparing basic budget ideas and expected results
- Selecting a clear call-to-action
- Common mistakes in Facebook ads and basic ad content checking before publishing

Module 8: Facebook Insights and Content Improvement

- Introduction to Facebook Insights
- Understanding reach, engagement, likes, comments, shares, messages, and leads
- Identifying best-performing and low-performing posts
- Understanding why some posts perform better than others
- Using AI to review post performance and suggest improvements
- Preparing a weekly content improvement plan

Practical Activities

The workshop includes dedicated hands-on sessions where participants work through practical Facebook marketing tasks. Activities are structured progressively across the day:

- Reviewing a Facebook page using a page readiness checklist
- Creating a customer profile and product or service message using AI
- Writing strong prompts for Facebook marketing tasks
- Creating Facebook captions, promotional posts, and engagement posts
- Preparing poster content, visual content ideas, and a short reel script
- Writing customer reply templates for comments, inbox enquiries, complaints, and follow-up messages
- Preparing a simple Facebook ad plan with audience, offer, budget idea, and call-to-action
- Reviewing sample Facebook insights and suggesting improvements using AI
- Preparing a final Smart FB Marketing Campaign Kit

Who Should Attend?

- Business owners and entrepreneurs
- Marketing, sales, and customer service staff
- Social media handlers and content creators
- Administrators responsible for Facebook pages
- Freelancers and individuals promoting products or services online
- Anyone interested in improving Facebook marketing using AI

Prerequisites

No prior experience with AI is required. Basic familiarity with Facebook, smartphones, computers, and online communication will be helpful but is not essential. Participants are encouraged to bring a laptop or smartphone, access to a Facebook account or page, sample product or service details, and any brand information they wish to use during practical activities.

Course Duration

- Duration: 1 Day - 9 AM to 4 PM
- Mode: Face-to-face / Instructor-led
- Includes hands-on practical sessions throughout the day
- Final activity: Smart FB Marketing Campaign Kit preparation and presentation

Certification

Participants who successfully complete the workshop will be awarded a Certificate of Attainment from the International Training Institute.

Course Deliverables

- Training notes
- AI prompt examples for Facebook marketing
- Facebook page readiness checklist
- Facebook content planning template
- Customer reply template
- Simple Facebook ad planning template
- Weekly content calendar format
- Final campaign activity sheet

Course Summary

Smart FB Marketing Using AI is a practical and activity-based one-day workshop that helps participants plan, create, review, and improve Facebook marketing content using AI. By the end of the program, participants will have a ready-to-use Facebook marketing campaign kit to support online promotion, customer communication, and content consistency.