



MASTER YOUR DIGITAL SKILLS

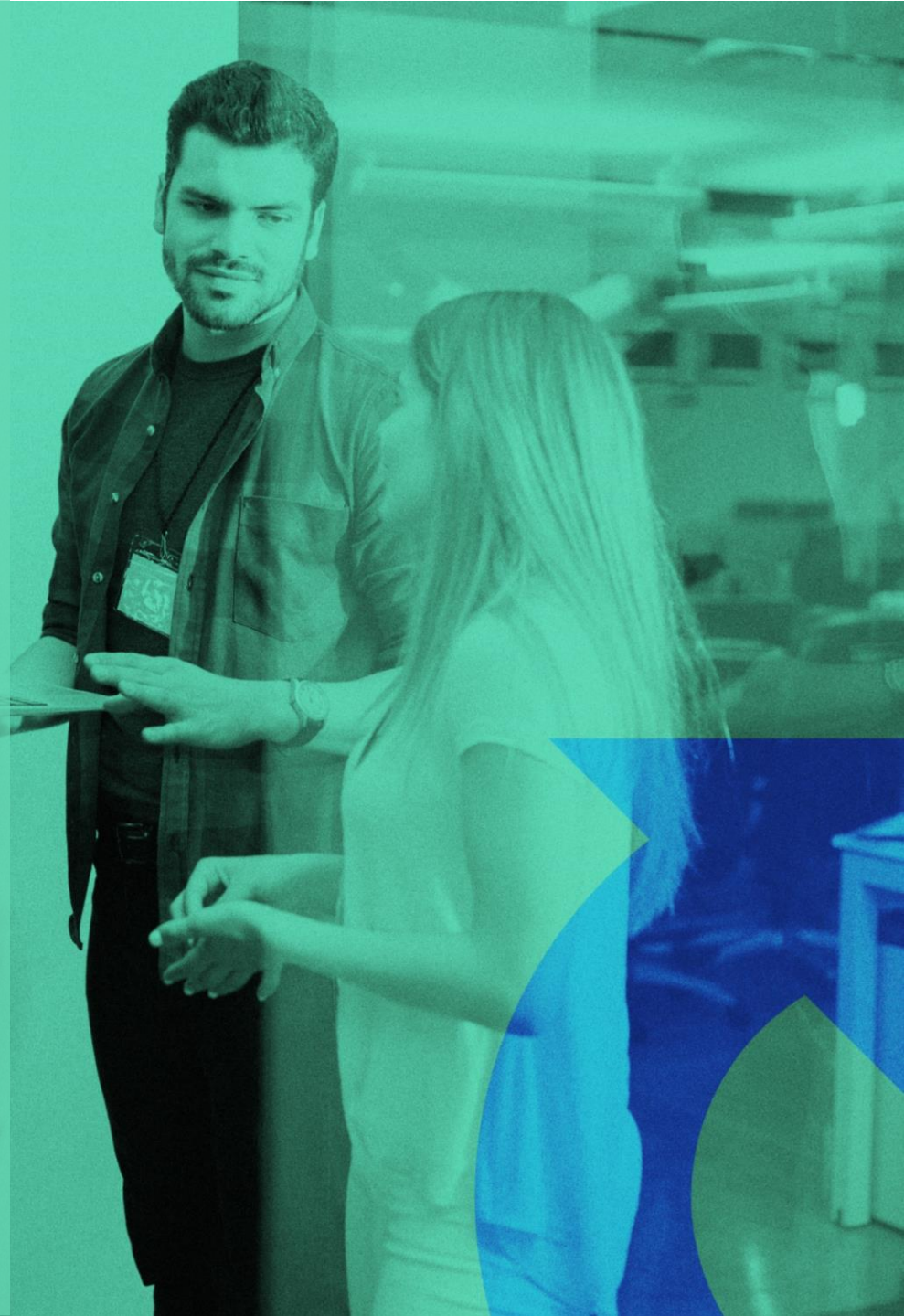
Digital Marketing Tools for SME's - Create and Manage Meta Accounts

Data Analytics, data literacy & data driven decisions

Robocoast

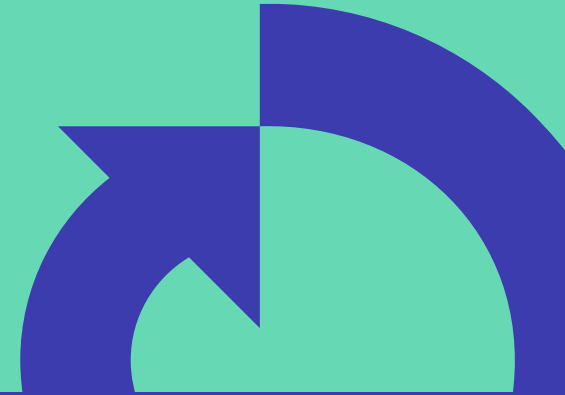


Co-funded by
the European Union



COURSE OVERVIEW

Learn to set up and manage Facebook and Instagram accounts effectively, linking them seamlessly through Meta Business Manager. Gain practical skills in account management with guidance from digital marketing expert Susanna Lahtinen. Perfect as a primer for deeper social media marketing courses. Join us to boost your business's online presence!



OUR GOALS

- **Seamless Account Linking:** Ensure smooth integration and management via Meta Business Manager.
- **Maximized Account Potential:** Equip you with skills to fully utilize your social media platforms.
- **Foundation for Advanced Learning:** Prepare you for deeper exploration of Meta's marketing opportunities.
- **Efficient Account Setup:** Enable easy and effective creation of Facebook and Instagram accounts.

COURSE DESCRIPTION

Learn to set up and manage Facebook and Instagram accounts efficiently through Meta Business Manager. This course is ideal for SMEs aiming to enhance their digital marketing presence.

- Simplify the setup of Facebook and Instagram accounts.
- Seamlessly link and manage your accounts via Meta Business Manager.
- Maximize the potential of your social media platforms.
- Enhance your business's online visibility.
- Gain practical, hands-on experience.
- Lay the foundation for advanced social media marketing skills.

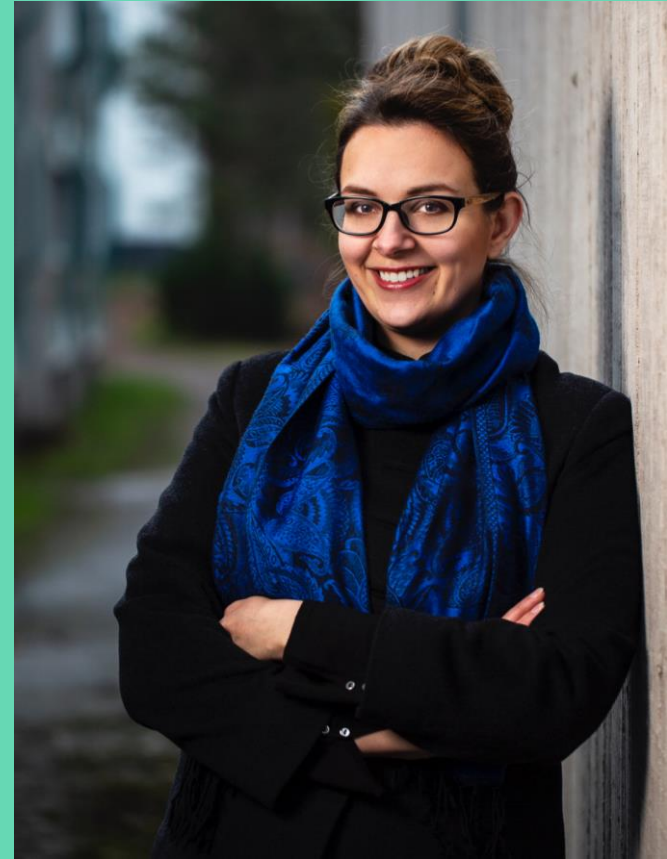
COURSE INFO

Location	Online, Microsoft Teams
Date	3.9.2024
Time	8:00-9:30
Duration	1,5 hour
Cost	Participation is fully funded by the European Union, within the framework of the Level Up project.



Susanna Lahtinen

Susanna Lahtinen, CEO of CYF Digital, is an expert in digital marketing and services, dedicated to advancing the digital marketing skills of small and medium-sized enterprises (SMEs). With years of experience in the field, Susanna is known as an inspiring and clear trainer who excels at making complex concepts understandable and practical.





VISIT US AT

levelup-skills.eu

CONNECT WITH US



Enroll Now

CONNECT WITH US

Anna Saari

anna.saari@prizz.fi

VISIT US AT

robocoast.eu



Co-funded by
the European Union

This document was produced in the course of the Level Up project, which received funding from the Digital Europe Programme (DIGITAL) of the European Union under Grant Agreement no 101100679.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.