



Economic Development Administration

## UNIVERSITY CENTER

At the Division of Extension

### Facebook Start Up for Business

November 8-12

*For retailers who are new to Facebook, or those who have a small presence but haven't used the platform strategically*

### Facebook 101: Ads for Beginners

November 15-19

*For retailers with a Facebook presence, but who have not used paid advertisements*

### Facebook 201: Beyond the Basics

November 22 – December 3

*For retailers who want to take their social media to the next level*

#### Register:

<https://tinyurl.com/FBQuickstart-Retailers>

Or use this QR Code



#### Contact

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# Facebook for Retailers QuickStart Courses

## An Online Course Series for Retailers

### Make the Most of the Retail Holiday Season

In these courses, participants will learn the fundamental tactics and strategies for using Facebook to grow their business using proven methods that have worked for numerous small businesses and individuals.

Designed to be quick, easy and packed full of information, these courses will give retailers the skills needed to build an online presence that supports in-store and online sales.

#### Weekly Video Lessons

Each course will use a "learn at your own pace" model. On Sunday we will release the weekly lesson and recommended tasks for you to watch and execute.

#### Weekly Office Hours

On Thursday, we will host live, virtual office hours, so participants can ask questions and engage with the course instructor.

If you cannot attend live office hours in real-time, then you can submit questions in advance and watch later. All office hours will be recorded for all course participants.

#### Commitment

Courses will take 3-5 hours. Watching each weekly module will take about 1.5 hours. Implementing class materials will take between 1-3 hours and attending or watching the weekly office hours will be approximately 1 hour.

Participants can sign up for all three courses or take the one or two courses they need.

#### Cost

Each course is offered at no charge, although a limited number of seats are available, and you will need to register to attend.

#### Registration

<https://tinyurl.com/FBQuickstart-Retailers>

### Facebook Start Up for Business

November 8-12

In this course, participants will learn ...

- How consumers use Facebook
- How to make a Facebook page worthwhile for their business
- How to use Facebook to increase awareness, engagement, and sales

### Facebook 101: Ads for Beginners

November 15-19

In this course, participants will learn ...

- How to get started with Facebook ads
- How to effectively target an audience
- How to integrate Facebook ads with a website or other digital assets
- The difference between Boosting Ads and using the Ads Manager
- How to determine if Facebook Ads are working

### Facebook 201: Beyond the Basics

November 22-December 3

In this course, participants will learn ...

- How to use Facebook Ads to drive leads to your website and gain a deeper connection with your audience.
- Learn advanced content and campaign tips
- How to use video on Facebook
- The advantages of connecting with allies and peers to cross promote
- Best practices for Facebook stories and how stories are useful
- Best practices for beginners using Facebook Live
- The basics of integrating Facebook and Instagram



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**UNIVERSITY CENTER**

At the University of Wisconsin-Madison



Serving the State of Wisconsin and its communities through research, education, and assistance related to community economic development



### **Don Stanley, M.S.**

Don Stanley is an internationally recognized digital marketing and sales coach, speaker and university educator.

As the co-founder of Wisconsin-based 3RhinoMedia, he has personally guided a wide array of clients ranging from Fortune 500 companies, professional athletes, start-ups, non-profit organizations and solopreneurs. During his 20+ years in business and in higher education he has worked with hundreds of businesses and thousands of students.

Don is often asked to share his perspectives on digital media and he has been featured on some of the top business blogs in the world including the Content Marketing Institute and Mark Schaefer's BusinessesGrow.com. He also has been featured on Marketplace Radio, This American Life, ABC News, CBS News, NBC News and he is a regular guest on Wisconsin Public Radio.

In addition to his work at 3RhinoMedia, Don is an award-winning faculty member at the University of Wisconsin-Madison where he teaches courses on social media and digital marketing.

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<https://cced.ces.uwex.edu/eda-university-center/>