



## Facebook Automation Professional Course Outline

**Course Duration:** 8–10 Weeks (60–80 Hours)

**Level:** Beginner to Advanced

**Note:** This course focuses on ethical, policy-compliant automation using approved tools and workflows. It does **not** cover spam, fake engagement, account farming, or techniques that violate platform policies.

### Module 1: Introduction to Facebook Marketing & Automation

- Overview of Facebook's ecosystem
  - Understanding Facebook automation
  - Benefits and limitations
  - Automation vs. manual management
  - Facebook policies and best practices
  - Business use cases
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### Module 2: Facebook Business Setup

- Creating a Facebook Business Page
  - Business Manager (Meta Business Suite) setup
  - Roles and permissions
  - Branding and optimization
  - Business verification basics
  - Security settings
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### Module 3: Content Strategy

- Audience research
- Content planning
- Content calendar development
- Post scheduling



- Content categories
  - Brand voice
  - Engagement strategy
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#### **Module 4: Facebook Business Suite Automation**

- Content scheduling
  - Inbox management
  - Automated publishing
  - Draft management
  - Performance tracking
  - Cross-platform posting (Facebook and Instagram)
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#### **Module 5: Messenger Automation**

- Introduction to chatbots
  - Automated greetings
  - Frequently Asked Questions (FAQs)
  - Lead qualification
  - Appointment booking workflows
  - Customer support automation
  - Human handoff strategies
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#### **Module 6: Lead Generation Automation**

- Facebook Lead Ads
- Lead forms
- CRM integration
- Lead nurturing



- Email automation
  - Sales funnel automation
  - Lead scoring concepts
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### **Module 7: Advertising Automation**

- Campaign objectives
  - Automated Rules
  - Budget optimization
  - Audience optimization
  - A/B testing
  - Dynamic Creative basics
  - Campaign performance monitoring
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### **Module 8: Workflow Automation**

- Introduction to workflow automation
  - Connecting Facebook with CRM systems
  - Email marketing integrations
  - Spreadsheet automation
  - Notifications and task automation
  - Approval workflows
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### **Module 9: AI for Facebook Marketing**

- AI-assisted content creation
- AI copywriting
- Image generation
- Caption generation



- AI customer support assistants
  - AI analytics
  - Prompt engineering for marketers
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### **Module 10: Analytics and Reporting**

- Facebook Insights
  - Meta Business Suite analytics
  - Campaign reporting
  - Engagement metrics
  - Reach and impressions
  - Conversion tracking
  - ROI measurement
  - Dashboard creation
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### **Module 11: E-commerce Automation**

- Facebook Shop basics
  - Product catalog management
  - Catalog synchronization
  - Dynamic product ads
  - Order notifications
  - Customer engagement automation
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### **Module 12: Compliance, Privacy, and Security**

- Facebook Community Standards
- Advertising Policies
- Data privacy fundamentals



- Account security
  - Two-factor authentication
  - Avoiding account restrictions
  - Ethical automation practices
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### **Practical Labs**

- Create and optimize a Facebook Business Page
  - Schedule a month of content
  - Build a Messenger chatbot
  - Configure Facebook Lead Ads
  - Set up automated campaign rules
  - Integrate leads with a CRM
  - Create automated reports
  - Develop an end-to-end marketing workflow
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### **Capstone Project**

Each participant will:

- Build a professional Facebook Business Page.
  - Design a 30-day automated content calendar.
  - Implement a Messenger chatbot for customer inquiries.
  - Launch a lead generation campaign.
  - Configure campaign automation and reporting.
  - Present a complete Facebook automation strategy for a business.
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### **Tools Covered**

- Meta Business Suite



- Meta Ads Manager
  - Meta Business Manager
  - Meta Events Manager
  - ChatGPT
  - Google Gemini
  - Canva
  - Zapier
  - Make (formerly Integromat)
  - Google Sheets
  - HubSpot CRM (Basics)
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### **Learning Outcomes**

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

- Set up and manage professional Facebook business assets.
- Automate content publishing and customer interactions using approved tools.
- Build lead-generation workflows connected to CRM and email platforms.
- Optimize advertising campaigns with automated rules and analytics.
- Use AI to assist with content creation, reporting, and customer communication.
- Implement secure, compliant automation strategies that align with Meta's policies.
- Deliver Facebook marketing automation services for businesses, agencies, or freelance clients.