



ADVANCED COURSE

FACEBOOK ADVERTISING

Course overview

We believe that this part should be strategic and delivering an adequate amount of scientific knowledge, so the course should be including the full capabilities that qualify Trainees to have a full supervision over the whole process within the Facebook advertising as well as some advanced tactics and more in depth technical details.

Who Should Attend?

- Senior Marketing Specialist.
- Junior Marketing Manager.
- Senior managerial levels in Marketing.





Course Outlines:

- How to create a media buying plan “ Facebook oriented”
(Determining the objectives and to be consistent with the actual marketing strategy)
- Technical paper work process “Facebook Oriented “
(marketing plan, media plan, content plan, publishing previous points on the other platforms. plan).
- Assignment to apply
- The concept of how the algorithm works.
- Advanced Bidding Tips “ Strategies “
- Messages Campaigns
- Chatbots
- Best Practice in Conversion Campaigns
- Best Practice in Lead Generation Campaigns
- Advanced Tracking using Pixel
- App Events
- Purchase Events
- Offline Events
- Advanced tactics & Best Practices including and not limited to parameters of how to supervise others` work by having a glance of art direction, applying brand guidelines on visual elements including designs & web design, and content & moderation tips.
- Advanced KPIs Measurements

Requirements:

- An Active and Valid Facebook Business Manager Account
- An Active and Valid Facebook Ad Account
- Laptop

