



Facebook & Instagram Advertising

Course overview

Facebook becomes the most used social media on earth where you can reach more than half of the world population through Facebook, Instagram and Messenger, This course helps you get started in Facebook advertising, and create campaigns targeting the perfect audience with a strategy that clearly aligns with your business goals, shows how to write your ads, plan your budget, and boost your posts, and leverage the most powerful Facebook tools, like Ads Manager. By the end, you'll be armed with knowledge to use Facebook Ads to its greatest potential, creating campaigns that deliver engaging campaigns to the right audiences and drive business back to your brand.

What Will you Learn?

By the end of this course you will be able to do the following:

- Community Management for Facebook & Instagram.
- Be able to create a campaign using business manager.
- Advertising on Facebook & Instagram.
- Understanding Types of Campaign Objectives.
- A/B Testing & its importance.
- How to set up the highest return with the lowest cost.
- Creating Ads Reporting & Reading the insights
- Moderation & Crisis Management

24 Total Course
HOURS

6 DAYS (4 hrs each)



Course Outlines:

How Facebook Ads Work

- Setup Facebook Ads Manager
- Exploring Ads Manager structure
- How to create a business account.
- Facebook ads billing and payments

Start your Facebook campaign

- Facebook ad campaign objective
- Choose campaign suitable budget
- Select placements for your Ad
- Choose your Facebook ad creative
- Build great campaign structure

Targeting the Right Audience

- How to Setting up core audience
- Location targeting & narrowing
- Targeting by Interest & behaviour
- Retargeting & custom audience
- Setting up look-alike audience

Optimizing your Campaign

- Dashboard and Ad reporting
- Understand your success metrics
- Manage and modify campaigns
- Improve campaign performance