» Course Overview

This course aims to equip participants with a deep understanding of Meta technologies and their practical applications. The course delves into establishing a robust online presence through effective strategies for audience engagement and fostering business growth. Participants will learn to assess and set ad campaign budgets using Meta Ads Manager, implement structured marketing schedules, and proficiently create and modify Facebook pages. Additionally, participants will gain insights into utilizing Facebook and Instagram business accounts, creative functionalities, and communication tools for effective customer engagement. The course extends its focus to WhatsApp Business accounts, Meta Business Suite, and the strategic integration of advertising goals with business objectives. Throughout the course, students will develop proficiency in utilizing Meta Ads Manager for audience segmentation, ad placement, and strategic deployment of creative elements. The curriculum also covers Meta Pixel and Conversions API applications, data analysis, and privacy settings across Facebook, Instagram, WhatsApp, and Messenger. With a strong emphasis on compliance, the course addresses common reasons for ad rejection, ensuring participants are well-versed in navigating the evolving landscape of Meta social media platforms.

» Course Outline by Module

Module 1	The Value of Meta	**Module 5**	Creating and Managing Ads Part I
Module 2	Establishing a Platform Presence Part I	**Module 6**	Creating and Managing Ads Part II
Module 3	Establishing a Platform Presence Part II	**Module 7**	Creating and Managing Ads Part III
Module 4	Advertising Fundamentals	**Module 8**	Reporting

» Module Overview and Learning Objectives

| Module 1. The Value of Meta

This module is designed to provide a comprehensive understanding of Meta technologies and their practical applications. Discover the strategic utilization of these technologies to establish a robust online presence, exploring effective strategies for audience engagement and the facilitation of business growth. Gain insights into the intricacies of ad campaign budgeting through hands-on experience with Meta Ads Manager, allowing you to assess and set spending limits. Learn to implement structured schedules for marketing campaigns, unraveling the purpose behind each element in achieving overarching marketing objectives. This module equips you with the essential knowledge and skills to navigate the dynamic landscape of Meta technologies, empowering you to create impactful online strategies and drive business success.

Learning Objectives: In this module, students will:

- Understand Meta technologies and their practical applications.
- Explore the utilization of Meta technologies for establishing a robust online presence.
- Explain effective strategies for engaging with an audience and fostering business growth.
- Assess and set an ad campaign budget, utilizing Meta Ads Manager to establish spending limits.
- Determine how to implement a structured schedule for marketing campaigns and understand its purpose in achieving marketing objectives.

| Module 2. Establishing a Platform Presence Part I

Welcome to this module, designed to enhance your digital marketing skills, specifically focusing on leveraging Facebook and Instagram for business growth. In this module, you will learn how to proficiently create and modify a Facebook page, a fundamental skill for any digital marketer. You'll discover the various Facebook tools tailored for business applications, helping you understand their full potential in your marketing strategy. You will also acquire the knowledge to effectively build a following on your Facebook business page and learn how to craft engaging content that resonates with your audience. Furthermore, the module will delve into establishing an online presence for your business on Instagram. You'll discover the complimentary tools and features of an Instagram business account and explore the platform's creative functionalities and communication tools. By the end of this module, you'll be equipped to use these powerful social media platforms to effectively engage and connect with customers, elevating your business's online presence and marketing efforts.

Learning Objectives: In this module, students will:

- Acquire the skills to proficiently create and modify a Facebook page.
- Recognize the suite of Facebook tools tailored for business applications.
- Articulate the process of building a Facebook page following and posting content on a business page.
- Understand techniques for establishing an online presence for a business using the complimentary tools and features within an Instagram business account.
- Explore the creative functionalities and communication tools available on Instagram to effectively engage and connect with customers.

| Module 3. Establishing a Platform Presence Part II

Welcome to this module designed to elevate your business's digital footprint and customer engagement strategies through the effective use of Meta's platforms. In this module, we will explore the intricacies of setting up and maximizing a WhatsApp Business account, unlocking the potential it holds for transforming customer interactions and engagement. You'll gain a thorough understanding of the functionalities and utilities offered by Meta Business Suite, a pivotal tool for synchronizing your business's online activities across Facebook and Instagram. You'll be guided through the Meta Business Suite tools to not only manage your online presence with finesse but also to harness Messenger's capabilities for enriched customer communication. From crafting targeted ads to expanding your business reach, this module is tailored to provide you with the skills needed for a holistic approach to online business management and customer engagement.

Learning Objectives: In this module, students will:

- Gain insights into the significance of a WhatsApp Business account, its setup process, and strategies for effective customer engagement.
- Comprehend the functionalities and utilities embedded within Meta Business Suite.
- Employ Meta Business Suite tools to efficiently oversee your online presence across both Facebook and Instagram. This includes customer interaction, Messenger utilization, ad creation, and business expansion, all centralized for streamlined management.
- Acquire the skills to engage with customers through Messenger, utilizing its tools for more efficient and effective communication.

| Module 4. Advertising Fundamentals

In this module, you will embark on a detailed journey to master the art of ad generation through both Facebook and Instagram Ads Managers, leveraging these powerful platforms to create compelling advertisements directly from their accounts. You will evaluate the critical importance of incorporating business goals into their advertising strategies, ensuring a seamless alignment between business objectives and ad objectives for strategic coherence. Furthermore, the module offers insights into the methodologies for measuring the effectiveness and success of advertisements, empowering you with the knowledge to not only craft impactful ads but also to assess their performance with precision. This module is designed to equip you with the skills and understanding necessary to navigate the complexities of digital advertising, making you adept at utilizing social media advertising tools to achieve your business marketing goals.

Learning Objectives: In this module, students will:

- Gain proficiency in generating ads through Facebook Ads Manager from a Facebook account.
- Develop proficiency in crafting ads using Instagram Ads Manager from an Instagram account.
- Assess the advantages of integrating business goals into advertising strategies.
- Align specific business objectives with corresponding ad objectives for strategic coherence.
- Understand the methodologies for measuring the effectiveness and success of advertisements.

| Module 5. Creating and Managing Ads Part I

This module explores the intricacies of audience segmentation using Meta Business Suite, focusing on the skills necessary to effectively target ad campaigns. You will learn to articulate the process of defining target audiences, which is crucial for tailoring marketing efforts to specific groups. The module delves into the nuances of distinguishing between new audiences, custom audiences, and lookalike audiences, each vital for optimizing outreach and engagement. You will gain proficiency in using Meta Ads Manager to not only identify these diverse audience types but also to masterfully apply segmentation techniques that align these audiences with corresponding ad sets. Additionally, the module covers the critical evaluation of data sources used for creating custom audiences and strategies for enhancing the reliability and effectiveness of lookalike audiences, ensuring that campaigns are both targeted and efficient.

Learning Objectives: In this module, students will:

- Articulate the concept of defining target audiences when constructing ad campaigns.
- Analyze and differentiate between new audiences, Custom Audiences, and lookalike audiences.
- Employ Meta Ads Manager proficiently to generate new audiences, Custom Audiences, and lookalike audiences.
- Master the application of audience segmentation while strategically mapping ideal audiences into ad sets.
- Recognize the utilization of sources for Custom Audiences and ensure the quality of generated lookalike audiences.

| Module 6. Creating and Managing Ads Part II

This module offers a comprehensive exploration of budgeting and strategic ad placement using Meta Ads Manager. You will learn the critical importance of establishing a campaign budget, ensuring that every dollar spent contributes meaningfully towards achieving business objectives. The module will guide you through the process of selecting the most suitable ad placements and formats that align perfectly with specific business goals, enhancing the potential for successful outcomes. Through practical examples and interactive exercises, you will also gain insights into the strategic use of creative elements and action buttons. This knowledge will help optimize the visual and functional impact of advertisements, making them more engaging and action-oriented. By the end of the module, you will be equipped with the skills necessary to craft, execute, and manage ad campaigns that are not only cost-effective but also highly effective in driving desired business results.

Learning Objectives: In this module, students will:

- Comprehend the significance of establishing a campaign budget within Meta Ads Manager.
- Choose the optimal ad placement and format tailored to a specific business goal.
- Apply delivery tips to effectively connect with an estimated customer base.
- Understand the strategic deployment of creative elements and action buttons to enhance the impact of an advertisement.

| Module 7. Creating and Managing Ads Part III

In this module, you will learn how to develop compelling ad text and select suitable images and videos to create effective ads. You will evaluate and differentiate the capabilities and advantages of both the Meta Pixel and the Conversions API, understanding how each tool can enhance your marketing efforts. Additionally, you will apply the Meta Pixel and Conversions API proficiently to analyze data from both standard and custom customer events, enabling you to optimize your campaigns and gain valuable insights into customer behavior. This module will equip you with the skills to create impactful ads and utilize advanced tracking technologies to improve your advertising strategies.

*Learning Objectives***:** In this module, students will:

- Develop compelling ad text (copy) and select suitable images and videos for effective ad creation.
- Evaluate and differentiate the capabilities and advantages of both the Meta Pixel and the Conversions API.
- Apply the Meta Pixel and Conversions API proficiently to analyze data stemming from both standard and custom customer events.

| Module 8. Reporting

In this module, you will learn how to navigate and adjust privacy settings across Facebook, Instagram, WhatsApp, and Messenger, ensuring your data remains secure. You will explore methods to manage and control shared content, with a focus on understanding data aggregation through data hashing to protect sensitive information. Additionally, you will recognize common reasons for the rejection of ad copy, creative elements, and landing pages, enabling you to enhance your advertising compliance and effectiveness across Meta platforms. This module will equip you with the skills to safeguard your privacy and optimize your advertising strategies.

Learning Objectives: In this module, students will:

- Understand how to navigate and adjust privacy settings across Facebook, Instagram, WhatsApp, and Messenger.
- Articulate the methods through which individuals can manage and control their shared content, emphasizing data aggregation through data hashing.
- Recognize prevalent reasons for the rejection of ad copy, creative elements, and landing pages to enhance advertising compliance