

## **Manage adverts like a pro: Instagram & Facebook Ads** **Masterclass Content & Agenda:**

***Facebook boasts over 2 billion users, with 800 million users being active on Instagram - this combined power makes the offering amongst the most powerful for reaching the desired audience for business.***

***The ability to target to a fine degree means that adverts can be run for very low cost, but with great results.***

***We will be using Facebook's advert manager to design, customise and deploy adverts for this size (please note, you will not be required to actually execute an advert - but if you would like to, you will be supported throughout).***

**Level:** Advanced – business owners and employees with a marketing role who are responsible for the execution of online marketing. Either existing advertisers, or those who haven't tried it before. Marketing companies looking to enhance their offering. **It would be advantageous if you have prior experience boosting Facebook posts as we will be working beyond this focus.**

**Equipment: Please ensure you have a laptop with you - we will be working within Adverts Manager and the experience is insufficient to perform on a smart device.**

**Masterclass objectives:** the purpose is to show you the process and structure behind professional advertising management - this

On this workshop, you will improve your digital skills in the following areas:

- understand why paid-for content is so essential to your business growth
- understand persona marketing and start to identify them
- develop copy that your audience relates to
- learn time-saving techniques that make advertising easy and effective

### **Part 1. Create a run your ads:**

- Creating creative
- Optimising through objective

### **Part 2. Target your ads to the people you care about:**

- Custom audiences
- Exploring what we know about your target

### **Part 3. Set your budget:**

- Allocating advertising spend
- Maximising ROAS

### **Part 4. See how your ads are performing:**

- How do we measure success?
- Campaign overview: Keeping control

### **Part 5. See your billing summary, payment history and payment method info:**



- How to spot failing campaigns
- What does success look like to you?

## **Q&A Session**

**Close**