FACEBOOK ADS & MARKETING

Course Module

1. Introduction to Facebook Marketing
2. Facebook Business Page Creation
3. Page Setup & Optimization
4. Meta Business Suite Setup
5. Facebook Ads Manager Introduction
6. Campaign Creation & Objectives
7. Audience & Location Targeting
8. Ad Budget & Bidding Strategy
9. Lead Generation Campaign
10. Traffic, Engagement & Message Ads
11. Ad Creative & Copywriting
12. Ad Performance & Analytics
13. Campaign Optimization & Reporting

Practical Training Included

- Live Facebook Ad Campaign Creation
- Audience Research & Targeting
- Budget Management
- Real-Time Campaign Practice