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Course Title: Facebook and Instagram Advertisement

Course Duration: 20 hours | 10 sessions | 2 hours per session | Covered in 2 Weeks

Level: Beginner to Intermediate

Purpose of Course

The purpose of the suggested curriculum for Facebook and Instagram advertising is to provide you with the knowledge and skills needed to effectively advertise on these platforms. By following this curriculum, you will learn how to create compelling ads, target the right audience, optimize campaigns, track performance, and achieve your marketing objectives on Facebook and Instagram.

Who can join this course?

This course is suitable for a variety of individuals, including:

Anyone who is interested in leveraging Facebook and Instagram advertising to promote their business, products, or services can join this curriculum. It is suitable for beginners who have little to no experience with Facebook and Instagram advertising but want to learn how to use these platforms to reach their target audience and achieve their marketing goals.

Pre-requisites for Participation

There are no strict prerequisites for joining this curriculum. However, having a basic understanding of social media platforms and marketing concepts would be beneficial. Additionally, it's helpful to have access to a Facebook Business Page and an Instagram Business Profile to practice the techniques taught during the curriculum. The participants having a personal project during participation would be an added advantage to accomplish the objective of participation in this course.

The objectives of this course are as follows

- Understanding the fundamentals of Facebook and Instagram advertising.
- Learning how to create effective ad campaigns on both platforms.
- Gaining knowledge about audience targeting and using insights to optimize campaigns.
- Implementing best practices for ad creation, creative design, and ad copy.
- Tracking ad performance, measuring key metrics, and making data-driven optimizations.
- Utilizing advanced targeting options, custom audiences, and retargeting strategies.
- Conducting split tests and implementing optimization strategies.
- Analyzing campaign performance and generating reports for evaluation.

The outcome of completing this curriculum would be the ability to plan, create, optimize, and track successful Facebook and Instagram ad campaigns. By acquiring these skills, you'll be equipped to effectively promote your business, reach your target audience, increase brand awareness, drive website traffic, and generate conversions and leads through these popular social media platforms.

Course Curriculum

The course schedule and topics to be covered are as follow:

Day 1: Introduction to Facebook and Instagram Advertising

- Overview of Facebook Ads Manager and Instagram Ads Manager
- Understanding the benefits and advantages of advertising on Facebook and Instagram
- Exploring different ad formats and campaign objectives

Day 2: Creating a Facebook Business Page and Instagram Business Profile

- Setting up a Facebook Business Page and optimizing it for advertising
- Creating an Instagram Business Profile and connecting it to your Facebook Page
- Understanding the key features and settings for business profiles

Day 3: Audience Targeting and Insights

- Identifying your target audience and buyer personas
- Exploring Facebook and Instagram audience targeting options
- Utilizing Facebook Audience Insights and Instagram Insights to gather data and insights

Day 4: Ad Creation and Creative Best Practices

- Designing visually appealing and engaging ads
- Understanding the different types of ad creatives (images, videos, carousels, etc.)
- Implementing best practices for ad copy, headlines, and calls to action

Day 5: Campaign Objectives and Ad Set-Up

- Defining campaign objectives (awareness, consideration, conversion, etc.)
- Setting up ad campaigns, ad sets, and ads in Facebook Ads Manager
- Configuring budgeting and scheduling options

Day 6: Ad Performance Tracking and Optimization

- Understanding key performance metrics (impressions, click-through rate, conversions, etc.)
- Monitoring ad performance and making data-driven optimizations
- Using Facebook Pixel and Instagram Pixel for conversion tracking

Day 7: Custom Audiences and Lookalike Audiences

- Creating custom audiences based on customer data, website visitors, or engagement
- Leveraging lookalike audiences to expand your targeting reach
- Implementing retargeting campaigns to reach engaged audiences

Day 8: Advanced Targeting and Ad Placement

- Exploring advanced targeting options such as demographics, interests, and behaviours
- Utilizing Facebook's Ad Placement options (News Feed, Stories, Audience Network, etc.)
- Understanding the pros and cons of different ad placements

Day 9: Split Testing and Ad Optimization Strategies

- Conducting A/B tests to optimize ads and improve performance
- Implementing different ad variations and measuring their impact
- Exploring strategies for ad optimization and on-going campaign improvement

Day 10: Reporting and Analysis

- Analyzing campaign performance and generating reports
- Evaluating the success of your Facebook and Instagram ad campaigns
- Identifying areas for improvement and future campaign strategies.

It's important to note that Facebook and Instagram advertising platforms are constantly evolving, so it's crucial to stay updated with the latest changes and features. Additionally, Facebook provides its own learning resources and certifications that can supplement your understanding of their advertising platforms

Admission Process

The participants are selected based on their aptitude and interest to undergo this training program. The candidates those who are interested in joining this training program attend 2-weeks induction course. After induction course, the participants face final interview for registration. There are very limited seats which are strictly provided to the candidates who have potential and commitment to fulfill the objectives of this program.

The interested candidates can contact to fix an appointment for career counselling and admission procedure.

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