

Facebook Advertising – An Introduction

Duration: 3 hours

Course Description: With over 2 billion active users and a super powerful Ads platform, Facebook advertising is still the most cost-effective way to get in front of potential customers. If you are new to Facebook ads, have “dabbled” but not seen the results you were hoping for, or need help getting started, this hands-on session will help you create effective and profitable ad campaigns.

Who should attend? Anyone new to Facebook ads or wondering how to get started.

What will it cover?

- How to Find Your Audience on Facebook
- Hook your audience in with great copy
- Create eye-catching Images and videos
- Set your ads up - Choosing the right objective, targeting and budget
- Track your spend and ROI (return on investment)

