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Facebook Ads 2024 training: SMA

2 days (14 hours)

Presentation

Social Media Advertising (SMA) represents all the tools used to create paid advertising on social networks. Today, it's at the heart of value creation, and affects every business. With 35 million active users on Facebook and 17 million on Instagram, whatever your business, B2B or B2C, Facebook ads must be an integral part of your communication strategy.

Learn how to effectively manage your advertising campaigns on the world's most powerful social network!

The advantage of Facebook and Instagram ads is that you don't need to spend hundreds of thousands of euros to get results. Thanks to granular targeting and Facebook algorithms, you can target only those people who might be interested in your business. To get good results, it's not enough to "boost posts" as Facebook suggests, you need to use the professional tool that all major companies use: the Facebook Business Manager. On this subject, we invite you to read about the limits of the boost button in this article.

During the course I'll introduce you to the various features of the Facebook Business Manager 2024 tool, and together we'll create an advertising campaign that meets your business objectives. If you want to invest your advertising budget intelligently and efficiently, this course should help you get there!

Objectives

- Understanding the Facebook and Instagram advertising ecosystem
- Building an effective advertising campaign with Facebook Business Manager
- Analyze and evaluate campaign performance

Target audience

- Facebook Business Manager, Company Manager, Acquisition Manager, Marketing and Communication Manager

Prerequisites

- Have a Facebook page and be its administrator
- Have a credit card or PayPal account that will be used to pay for the broadcasting of advertising campaigns
- Have access to place a pixel on your site (not essential, but highly recommended) to maximize campaign performance)

Programme of our Facebook Ads 2024 training course: Managing your advertising campaigns

Day 1 - Getting to grips with the basics and building the foundation needed to set up a campaign

- Facebook , Instagram and Messenger: an ecosystem perfectly suited to advertising
- The principle of Facebook and Instagram advertising
- The power of targeting
- Understanding campaign structure
- Facebook Ads vocabulary
- Creating an advertising account
- Getting to know the Business Manager
- Installing the Facebook pixel
- Audience creation
- Facebook advertising rules

The keys to an effective campaign

- The role of the advertising lens
- Presentation of objectives
- Identify performance indicators
- Basic targeting options
- Advanced targeting options
- Facebook placements
- Instagram placements
- Messenger placements
- Audience network placements

Day 2 - Building your campaign

- Setting the campaign budget
- Select planning

- Determine the right bidding strategy
- Format selection
- What message?
- What visual?
- Target selection

Campaign optimization: Campaign Advertising

- Campaign analysis, measurement and optimization
- Generate an advertising campaign report
- Reading the results
- Optimizations

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.