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Social Ads 2024 Training: Optimize the Performance of your SMA Campaigns

2 days (14 hours)

Presentation

Our SMA (Social Media Advertising) training course is aimed at social network specialists who want to optimize the performance of their advertising campaigns.

Whether it's because of European data protection regulations (RGPD), fiercer competition or more demanding consumers. There are many external factors affecting the success of your social media campaigns.

Today's marketers need to understand and use the algorithms of different platforms to optimize their digital performance. Algorithms are the key to success.

Our social network advertising training course will teach you how the algorithms used by the most popular advertising platforms work. You'll also learn about under-exploited acquisition channels.

By better analyzing and tracking your data, you'll be able to use advertising algorithms to your advantage. You'll also learn how to improve your conversion rate through copywriting and UX.

Objectives

- Understanding how advertising algorithms work on social networks
- Discover copywriting and apply it to your ads
- CRO best practices for ads and landing pages
- Know the best tracking practices for your campaigns

Target audience

- Company manager
- Acquisition manager
- Marketing and communications manager
- Traffic manager
- Webmarketing Project Manager
- Marketing and digital communications manager
- E-commerce manager
- Web Communications Manager
- ADM Manager

Prerequisites

Experience in managing advertising campaigns on social networks.

Social Ads Performance training program

Algorithms at the heart of your digital performance

- Why understand and benefit from the power of algorithms?
- Optimize the quality and quantity of your data
- Youtube's algorithm
  - How does Youtube's algorithm work?
  - How do bidding strategy and goals affect Youtube's algorithm?
  - Which lens is right for you?
- Algorithms at Meta
  - How does the Meta algorithm work?
  - How do bidding strategy and objectives impact the Meta algorithm?
  - Which lens is right for you?
  - Which network to choose (from Messenger, Facebook, Instagram and Whatsapp)?
- Snapchat's algorithm
  - How does Snapchat's algorithm work?
  - How do bidding strategy and goals affect Snapchat's algorithm?
  - Which lens is right for you?
- Twitter's algorithm
  - How does Twitter's algorithm work?
  - How do bidding strategy and objectives impact Twitter's algorithm?
  - Which lens is right for you?
- The TikTok algorithm
  - How does the TikTok algorithm work?
  - How do bidding strategy and goals affect TikTok's algorithm?
  - Which lens is right for you?

How to feed algorithms?

- Installing the various pixels correctly
- The benefits of a TMS like Tag Manager
- Set the right conversions for the right objectives
- Server-side tracking overview

The limits imposed by the RGPD and the ATT

- Legislation concerning cookies and tracers
- The Privacy Shield and its consequences
- The iOS 14 update
- The impact of ATT on tracking and Meta Ads in particular
- Solutions

Boost your conversion rate

- Enhance your offering
- The impact of conversion rate on the algorithm
- Introduction to copywriting
- UX best practices
- Improve your landing page
- Improve your forms
- Creating optimized creatives

Complementary module (+1 day) : Analysis and Opportunities

Interesting acquisition channels less exploited

- Advertising on TikTok
  - Figures and trends on TikTok
  - For which audiences?
  - For what purpose?
- Advertising on Pinterest
  - Figures and trends on Pinterest
  - For which audiences?
  - For what purpose?
- Advertising on Reddit
  - Figures and trends on Reddit
  - For which audiences?
  - For what purpose?
- Advertising on Quora
  - Figures and trends on Quora
  - For which audiences?
  - For what purpose?

Best analysis practices in Google Analytics 4

- Best practices in data analysis
- How to use UTMs
- Master the various indicators (sessions, page views, users, etc.)
- Analyze A/B tests methodically

Companies concerned

This 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.