



Facebook Marketing Workshop Outline

The Facebook Marketing 3-Day Workshop utilizes a blended learning model, meaning that it combines both in-person training with online educational content. We are using Facebook **BluePrint**.

Blueprint is Facebook's e-learning platform. These modules will accompany you throughout the workshop.

DAY 1

Required Reading:

BluePrint / Introduction to Facebook Marketing

Facebook Terminology
Welcome to Marketing on Facebook

BluePrint / Business Manager

BluePrint / Advertising Objectives

Review all (can skim these)

BluePrint / Purchasing Ads

Ads Create Tool
Campaign Structure

BluePrint / Targeting

Core Audiences

Introduction to Online Marketing

Evolution of marketing, marketing/purchase funnel, measurement challenges, types of media (owned, earned, paid), media bidding (CPM, CPA, etc.), paid (display, search), ROI.

Facebook for Business

Facebook and Instagram figures and trends, the Facebook opportunity, Facebook business tools.

Business Manager 101

Creating a Business Manager account, connecting pages, managing permissions.

Intro to Ads

Branding v. performance advertising, defining business goals and objectives, ad types & placements, Facebook Marketing Solutions.

Facebook Marketing Fundamentals

Transforming traffic into opportunity, people based discovery platform, targeting - core audiences.

Course Project

DAY 2

Required Reading:

BluePrint / Targeting

Custom Audiences
Lookalike Audiences

BluePrint / Ad Reporting

BluePrint / Power Editor

BluePrint / Audience Insights

Facebook Targeting - Custom Audiences

Creating Custom Audiences, CRM & web/app data (pixels & SDK).

Facebook Targeting - Lookalike Audience

Creating Lookalike Audiences, audience segmentation, importance of the seed.

Creating a Business Manager account, connecting pages, managing permissions.

Facebook Reporting 101

Reporting terminology, creating ad reports, analyzing ad reports.

Facebook Power Editor

Intro to Power Editor.

Course Project**Facebook Creative**

Importance of Creative, optimizing for creativity, examples, best practices.

Facebook Optimization

How to optimize your campaigns, understanding the Facebook algorithm, eCTR, auction, bid types, best practices.

Course Project

DAY 3

Required Reading:**BluePrint / Instagram**

Facebook and Instagram
Introduction to Instagram
Instagram for Business

BluePrint / Creative Best Practices**BluePrint / Using Facebook Pixel to Measure, Optimize and Build Audiences for Campaigns****BluePrint / Ad Auction and Delivery Overview****BluePrint / Staying Competitive in the Facebook Ads Auction - Webinar****Elevation academy**

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