Facebook Ads Mastery

Introduction

This Facebook Ads Mastery Certification is designed to give you everything you need to be able to create and implement a successful Facebook Ads campaign. It is a fact that Facebook has 2.74 billion monthly active users. Learn to set up Facebook ads today and you can get your business in front of that massive audience.

With this certificate, you will learn Facebook Marketing from beginner to advanced level. You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of every type of Facebook ad. You will learn how to crack the Facebook advertising algorithm and win the Ad auctions by implementing the best funnel approach.

REQUIREMENTS:

- Learners must have the Basic IT knowledge
- Should be able to read English
- The minimum education required: Matriculation

CURRICULUM:

Sr. No.	Contents
1	**Facebook Organic and Paid Traffic** • What is organic traffic & it's different sources • Benefits & Challenges of organic traffic • Paid traffic & Different Ad Types • Integrating organic & paid traffic
2	**Meta Business Manager** • Introduction to Meta Business Manager • Key Features of Business Manager • Business assets in Business Manager • Adding Assets to business manager • Assign assets and inviting people to business manager • Adding a payment method to your business manager
3	**Deep diving into Ads Manager** • Introduction to Ads Manager • Understanding the structure • Understanding different metrics • Setting up and publishing successful campaign
4	**Meta Events Manager** • Introduction to events and events manager • Introduction to Datasets (Facebook Pixel) • Facebook Pixel setup • IOS 14.5 Update and its effects • Conversion API • How to setup conversion API • Pixel Warn Up & Domain Verification

Sr. No.	Contents
5	**Audiences | Custom & LAL** • What are Facebook Audiences • Types of Audience on Facebook • Creating Custom Audience • Creating Lookalike Audience • Why should we use custom audience
6	**Art of persuasion and Desire Creation** • Principles of persuasion in Facebook Ads • Psychology of Desire in Facebook Ads • Persuasive techniques in Facebook Ads • Building Trust with your audience • Why Creatives are the main ingredients?
7	**Advanced Targeting Techniques & Ads Optimization** • Retargeting and remarketing strategies • Advanced audience segmentation • Behavioral targeting • Analyzing data for optimization • Scaling successful campaigns • Budget allocation strategies
8	**Facebook Ads (Advanced and In-Depth)** • Creating Automated Rules • FBCLID in Facebook Ads • UTM Parameter in Facebook Ads

Sr. No.	Contents
9	**Case studies & Competitor Research** • Discussing different Ads • Spying on your competitors • Find your Competitors Target Audience
10	**Video Editing for Facebook Ads (Ad Creatives Guide)** • Introduction to Capcut Video Editor • Understanding the UI • Scripting for Video Ads • Using ChatGPT for Video Ad Scripts
11	**Auditing and Creating Reports for Facebook Ads** • Analyzing Ads manager & Performance Metrics • Analyzing creatives, Strategies & Funnels • Reporting in Excel
12	**Final Project** • Client Brief and Objective Setting • Campaign Planning • Ad Creation and Launch • Campaign Monitoring and Optimization • Reports and Analysis • Final Campaign Presentation

Outcomes:

- Make effective Facebook ads
- Master the Facebook Ads Manager

- Create persuasive Ads
- Implement Facebook Advance strategies.

BENEFITS:

- Set up a business page from scratch
- Acquire likes on Facebook Page
- Set up Ads Account & Business Manager
- Target audience better
- Set up conversion tracking
- Create sales funnel

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	30k-50k
Mid-Level	50k-70k
Advanced	70k-150k
Freelancer	Unlimited freelancing depends on project

Affiliation & Collaboarations


PBTE


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