Bright Insight

ADVERTISING FOR SOCIAL MEDIA

Course Outline



THE SHORT VERSION

Spend less, waste less, and finally understand what you are paying for.

Most small businesses who try Meta ads do one of two things. They boost a post, get some likes, and quietly wonder where the money went. Or they avoid ads entirely because the whole thing feels like a gamble. This workshop fixes both. In one focused morning, you learn how paid advertising on Facebook and Instagram actually works, how to build a sensible campaign, and how to judge whether it is working, so your money goes further and your decisions get smarter.

This is a hands-on, beginner-friendly morning, and it is built around a simple promise: you will leave able to make better advertising decisions, not just push buttons.

Who it's for...

- For small business owners, entrepreneurs, and marketers who want better Facebook and Instagram ads.
- Perfect for complete beginners with no Ads Manager experience.
- Ideal if you've only boosted posts and want to stop guessing.
- Learn the strategy behind the buttons, not just which ones to click.
- Build the confidence to create ads that work without wasting money.

What this workshop is, and is not

- **What it is**. A practical foundation in advertising on Meta, which is Facebook and Instagram. It focuses on the decisions that actually protect your money: when to run ads at all, what to advertise, who to reach, how much to spend, and how to tell whether it worked. It is about thinking clearly, not just clicking confidently.
- What it is not. It is not the Social Media for Business workshop, so we do not reteach general social media strategy here, though you are welcome to do that workshop first. It is not the Designing for Social Media workshop, so while we cover what makes an ad work, the deep how-to of creating visuals lives there. It is not a course in advanced or technical media buying. And it is not a promise of a specific result. No honest workshop can guarantee what your ads will earn. What we can do is make sure you spend like someone who knows what they are doing.

This workshop focuses on Meta. We will briefly explain where other platforms fit, so you understand the wider picture, but Meta is the right place for most South African small businesses to start, so that is where we spend our time.

A quick, honest word on spending

You will not spend a cent on ads during this workshop, and we will not ask you to. This is a safe place to learn, where you can build a real campaign without the pressure of a live budget. One of the most valuable things you will learn is how to know when you are genuinely ready to run ads, and just as importantly, when you are not ready yet. We would rather you launch later and spend wisely than launch today and waste money. You will leave with a campaign built and a clear plan to launch it when the time is right, on your terms.

What you will learn

- How paid advertising actually works, and how it differs from posting and from simply boosting a post.
- When boosting is fine, and when you genuinely need Ads Manager.
- How to find your way around the Meta advertising tools without feeling lost.
- How to choose the right campaign goal based on a real business objective, instead of guessing.
- How to reach the right people, and the targeting mistakes that quietly waste money.
- How to set a budget you can afford, and think about it sensibly while you learn.
- What makes an ad actually work, from the image or video to the words and the call to action.
- How to get your destination ready to receive a click, whether that is a website, a WhatsApp chat, or a simple lead form.
- The basics of how ads are tracked and measured, in plain language, without the technical overwhelm.
- Which numbers actually matter, and which ones just look good.
- How to judge whether an ad is worth improving, pausing, or testing further.
- What advertising can realistically do for your business, and what it cannot fix.

That last point matters more than any setting. Ads can put the right offer in front of the right people. They cannot rescue an offer people do not want, or a destination that does not work. You will leave knowing the difference, which alone can save you a great deal of money.

THE FORMAT

How the morning runs

- One focused morning, 08:30 to 12:00, with short breaks built in.
- Hands-on all the way through. You work on your own business as you learn.
- Welcome coffee and tea on arrival.
- A light lunch and time to network at the end.
- Your own printed workbook to keep and reference long after the day.
- A relaxed, friendly room where no question is too basic.

What to bring or prepare

- A laptop if you can, which makes the hands-on parts much easier. A phone will do.
- Access to your Facebook and Instagram, logged in before you arrive, with your phone handy for any security codes. Logging in ahead of time saves the most common frustration on the day.
- If you already have a Meta Business or ad account, come logged in and able to reach it. If you do not, that is completely fine. You will still follow every step and set yours up properly afterwards using the manual.
- A rough idea of something you might advertise, a product, a service, or an offer, even if it is not final. We will sharpen it together.
- An open mind and a willingness to be honest about whether you are ready. That honesty is where the savings come from.

WHERE THIS FITS

The Bright Insight path

This is the first of three Bright Insight workshops, and it is the foundation the other two build on. Each one stands on its own and is booked separately, so you can do one, two or all three.

1 **Social Media for Business**

Your strategy and organic foundation. You are here.

2 **Advertising on Social Media**

Turning a budget into real reach, leads and sales.

3 **Designing for Social Media**

Creating scroll-stopping visuals that look the part.

Ready to stop guessing and start growing?

Book your spot for the next Social Media for Business workshop.

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