

Bright **Insight**

ADVERTISING ON SOCIAL MEDIA

Course Outline



COURSE

ADVERTISING ON SOCIAL MEDIA

Irene, Pretoria | 8h30 – 12h00 | R2500

WHAT IS THIS COURSE ABOUT?

Whether you're a business owner, marketer, or aspiring social media strategist, this training session is designed to equip you with the essential skills and knowledge needed to leverage social media advertising effectively.

From understanding the diverse landscape of social media platforms to crafting targeted ad campaigns that yield measurable results, we cover it all. Our interactive workshops provide a blend of theoretical insights and practical hands-on exercises, ensuring that you not only grasp the concepts but also know how to implement them in real-world scenarios. No matter your expertise level, our small and personalised sessions cater to your needs, fostering an environment where questions are encouraged and answered.

Get ready to elevate your social media advertising game and achieve your business objectives!

COURSE OUTCOMES

INCLUDE BUT NOT LIMITED TO:

- Gain an in-depth understanding of the power of advertising on social media and the distinct advantages of leveraging Meta platforms.
- Discover compelling statistics showcasing the efficacy of social media advertising.
- Uncover the functionalities and benefits of using Facebook Ads Manager for campaign management.
- Navigate Ads Manager's structure, including campaigns, ad sets, and ads, to effectively organise and optimise your advertising efforts.
- Learn about the different campaign types available and their unique benefits and features.
- Master various targeting options and audience types to define and reach your ideal audience based on demographics, interests, and behaviors.
- Explore the diverse ad placements available across Meta platforms for maximum visibility and engagement.
- Understand best practices for creating impactful ad creatives that resonate with your target audience.
- Determine the appropriate budget for your campaigns, including daily and lifetime budgeting strategies.
- Familiarise yourself with key performance metrics such as impressions, reach, clicks, and click-through rate (CTR) to measure campaign effectiveness.

WHO SHOULD ATTEND?

This course is tailored for a wide range of individuals, irrespective of their level of experience with social media advertising. Whether you're a seasoned social media manager looking to refine your skills or a beginner eager to delve into the world of social media marketing, this course is for you. We provide comprehensive insights and practical tools to empower you in running successful social media advertising campaigns. Our sessions are designed to accommodate participants at every level, ensuring no one is left behind. You'll have ample opportunities to ask questions and engage with the material at your own pace.

WHAT ELSE IS INCLUDED?

Course material, lunch and refreshments are included. There will be a lunch break as well as tea/coffee and bathroom breaks throughout the day.

WHAT TO BRING?

Please bring your laptop along so that you can join in on the practical session. Have the login details for your different social media accounts on hand too.

WHO ARE THE TRAINERS?

Our trainers are skilled and experienced social media practitioners at Starbright who work on client accounts on a daily basis and take social media very seriously. Due to their vast experience in advertising for multiple industries, our trainers are able to advise you on what strategy is best for your type of business and its unique products and services.

Book today by visiting www.bright-insight.co.za or call us on 012 004 0080.

WHAT ARE THE TERMS AND CONDITIONS?

- Once you have booked your place, your invoice will be emailed to you and your booking will be secured after the payment has been made.
- Payments must be made one week prior to the course date.
- No course booking will be confirmed without proof of payment prior to the course date.
- Bright Insight reserves the right to cancel or postpone any courses without prior notice should there not be the desired amount of course attendees.
- Should the course be cancelled by Bright Insight, or moved to a date that does not suit you, you will be refunded in full.
- Cancellations must be made one week prior to the course date.
- Upon cancellation you will be refunded 50% of the total course cost.
- Cancellations made after the cancellation date will not be refunded.
- Should the delegate not arrive for the course, fees will be forfeited.
- Should the delegate not be able to make the course, a substitute delegate may take his/her place.