

# How to advertise on Facebook

Course code: H1MKTFB

During the hands-on training, you will learn how to advertise on Facebook and Instagram. Both platforms are connected through Meta, so you set up ads at the same time. Don't just click the "Promote" button and invest in paid advertising on Facebook smartly and effectively. 5.6 million Czechs have a Facebook profile. 95% of users appear on this network daily. These numbers speak for themselves and are exactly the reason to have an ad on Facebook.

## Who is the course for

- A PPC specialist who wants to expand their knowledge in the field of Facebook advertising.
- A social media manager who wants to start sponsoring their posts and creating advertising campaigns.
- An e-shop or business manager who wants to take their business to the next level and get their products out there.

## Required skills

- Your business's Facebook and Instagram based
- Own laptop with admin access to your FB and IG page
- If you already have experience with Facebook advertising, prepare specific examples that you want to consult.

## Teaching materials

Printed materials

## Course outline

### Introduction to Facebook Advertising and Setting Up a Business Account

Let's talk about the importance of FB advertising and what its benefits are. We'll show you what options there are and help you create an ad account, set it up correctly and connect it to Instagram.

### Audience Targeting and Segmentation

We'll show you how to properly target ads, create interest groups, and use your own and look-a-like audiences.

### Ad formats and content creation

We'll go through all the possible ad formats (static image, video, carousel and more) and recommend a few rules you should follow when creating posts, texts and CTAs.

### Campaign settings and evaluation

We'll recommend a suitable goal and budget for your campaign, ad placement, and delivery optimization. We will advise you on which basic metrics are relevant to you, how to set KPIs and what are the options for A/B testing.

### Practical tips and recommendations. Space for final discussion

Based on our experience, we will recommend procedures for creating a successful advertisement, point out frequently repeated mistakes and introduce you to the latest trends. We will talk about everything at the end and advise you on a specific problem.

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