

# SOCIAL MEDIA ADS

## TRACK

per session: 4 Hrs

6 Sessions

24 Hours

### Digital Advertising Introduction

- Understanding the Media Buying Process
- Bringing Targeted Traffic
- Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process
- Tools Needed

### SOCIAL MEDIA MARKETING

#### Facebook and Instagram

- Understanding Facebook Advertising
- Creating Facebook Page
- Types of Facebook Advertising
- Best Practices for Facebook Advertising
- Understanding Facebook Best Practices
- Targeting in Ad Campaign
- Payment Module- CPC vs CPM vs CPA
- Setting up Conversion Tracking
- Using the Power Editor Tool for Advertising
- Tips & Tricks

#### Linkedin

- Company Profile vs Individual Profiles
- LinkedIn Advertising & its Best Practices
- Increasing ROI from LinkedIn Ads
- LinkedIn publishing & Company pages
- Advertising on LinkedIn Tips & Tricks

#### Twitter and Snapchat

- Ads on Twitter & Snapchat
- Creating Campaigns
- Types of Ads
- Video Marketing
- Understanding Video Campaign
- Importance of Video Ads
- Conversions on Snapchat

#### Tiktok

- Introduction of Tiktok Ads
- Tiktok Campaigns
- How to Create Ads
- Remarketing in Tiktok