

Course Title: **Facebook for Business :**
How to target Your Ideal Customer or Client

Description: Intermediate Level:
Facebook ads are extremely powerful and one of the most effective ways to grow a business right now.

Objective: On completion of this course attendees will be able to create their own ads, understand how to laser target their ideal customer/client as well as understand and analyse the results of their ad campaigns.

Pre-requisites: Facebook page already set up and optimised

Duration: Half Day (Afternoon Session)

This Intermediate Workshop will cover:

- When and when not to use 'Boost Posts'
- The basics of how to use 'Facebook's Ads Manager'
- How to 'Laser Target Ideal Clients or Customers'
- How to structure a Facebook ad
- How to determine which type of ad to use
- How to use the Facebook 'Pixel' - basics
- How to get more 'Likes' to a page using advertising
- How to 'Split Test'
- How to make the most of advertising budgets