EXCEL GLOBAL COLLEGE
Learning today..leading tomorrow

KES 29,000/-

6 Weeks

- The value of Meta technologies
- Identify Meta technologies
- Communicate the value proposition of Meta technologies for businesses
- Establish a business presence
- Identify the steps to establish a business presence on Facebook, Instagram, and WhatsApp, and the tools needed to engage with audiences
- Explain the process to customize settings within Meta Ads Manager
- Apply creative best practices optimized for mobile experiences
- Advertising fundamentals
- Recognize the value of advertising on Meta technologies
- Recognize the importance of matching business goals to ad campaign objectives
- Communicate the value of the Meta Pixel and the Conversions API
- Describe how people are charged for ads and where the ads are shown
- Identify data privacy protections and common ad policies
- Create and manage ads
- Identify the differences among boosting a Page post, promoting a post on Instagram, and creating an ad in Ads Manager
- Identify settings available at the campaign, ad set, and ad level
- Determine the ad campaign objective to achieve business goals
- Identify ad targeting capabilities
- Determine the appropriate ad formats for a given scenario
- Identify budget and ad scheduling options
- Identify the relationship between budget and estimated results
- Reporting
- Identify campaign results through Meta Ads Reporting
- Measure the success of a campaign

BECOME A DIGITAL MARKETING PRO

Brand
Social media
Strategy
Support
DIGITAL marketing
Trends
Service
Advertising
Development

META CERTIFIED

+254 (0) 710 709 477

+254 (0) 714 800 900

OPPOSITE CITAM CHURCH, SECOND PARKLANDS AVENUE, NAIROBI, KENYA

WWW.EXCELGLOBAL.COM