



# ADVANCED FACEBOOK ADS COURSE INFORMATION

## BOOKING INFORMATION

**Cost: \$895**

### Group and Multi-Course Discounts

There is a 30% combined discount for bookings of 2 or more people or 2 or more courses booked together - applied automatically at checkout. Discounts cannot be combined.

You can book online (is there any other way?) using Visa, MasterCard or Amex, or we can invoice you.



**FACILITATOR**  
Marcus Willis

Marcus Willis is a digital marketing professional and online content creator; he is the founder of digital marketing agency Eight Clients and the force behind the wildly popular @MelbourneToDo Instagram account which has over 96,000 followers.

[www.net101.com.au](http://www.net101.com.au)  
[marcuswillis@eightclients.com.au](mailto:marcuswillis@eightclients.com.au)  
0438-551-241

## COURSE NUTS & BOLTS



### What to Bring

Your enquiring mind and your thirst for knowledge. We'll provide you with a workbook and pen, and an inexhaustible supply of lollies. If you do choose to bring a device, there will be power-boards and a wireless network available for you to use.



### Catering and Special Dietary Needs

There's a continuous supply of tea and coffee and a proper sit-down lunch to get you through the day. Vegetarian and gluten-free options are available if you let us know when placing your booking. Don't forget to let us know if you have any food allergies.



### Certificate of Training

A personalised, framable Certificate of Training will be issued to you on the day.



### Refunds and Deferments

If you give us at least **28 days notice** before the commencement date of a course a full refund is available. A deferment is available for medical reasons only (yourself or a dependent) and notice must be given at least **24 hours before** the start-time of the course. Only one deferment is allowed, and it must be used within 3 months of the original course date. A refund option is not offered on an already deferred course.



### Course Email Reminder

We'll email you a reminder 72 hours prior to the course start-date.



### Have a Question?

Call Marcus on 0438 551 241 or send an email to [marcuswillis@eightclients.com.au](mailto:marcuswillis@eightclients.com.au)



# ADVANCED FACEBOOK ADS PROGRAM

## THE BUSINESS MANAGER WEBSITE ANATOMY

- Correctly setting up the Facebook Pixel
- Key features of Facebook for business
- Instagram integrations for advertising
- Using the audience insights tool to your advantage
- Knowing the site, campaigns, ad sets and ads
- Facebook results dashboard

## YOUR GOALS

- Setting great goals for Facebook and Instagram advertising
- Setting a KPI
- Understanding and creating your CPAs

## BUDGETING

- Testing your budgets
- Setting limits and measurements
- Optimal delivery types and ad scheduling

## DEVELOPING YOUR FUNNEL

- Using your ads to drive awareness, reach, website clicks, app downloads
- Facebook remarketing options
- URL tracking and data collection

## YOUR CUSTOM AUDIENCES

- Using audiences insights to develop customers audiences for your brand
- Using your existing email databases to grow your conversions
- Lookalike audiences set-up
- Researching buyer personas
- Negative personas and negative keywords

## INSTAGRAM MARKETING INTEGRATIONS

- How we can integrate Instagram into your strategy
- Converting your Instagram account to a business profile
- Instagram advertising insights
- Instagram influencer advertising options
- Instagram in-app shopping and tracking

## THE TYPES OF ADS YOU CAN RUN AND WHY

- When to use Carousel, galleries, videos, cinemagraphs, GIFs and more
- Best practice ad formats for conversions

## CREATIVE OPTIONS

- Case studies of successful advertising campaigns
- How to use audiences insights to develop creative concepts
- Canva, Boomerang
- The 20% rule
- AB testing creative concepts

## RINSE AND REPEAT

- Understanding your data to make improvements
- Changing your creative to grow your ROI
- AB testing to improve
- Event conversions
- Offline measurement
- Online tools to help your ROI
- Integrations with Facebook advertising

## NOW WHAT?

- Growing your brand through advertising
- Scaling your advertising efforts
- Automate your learning
- Applying your learning to new brands